

E&P

July 14, 1973

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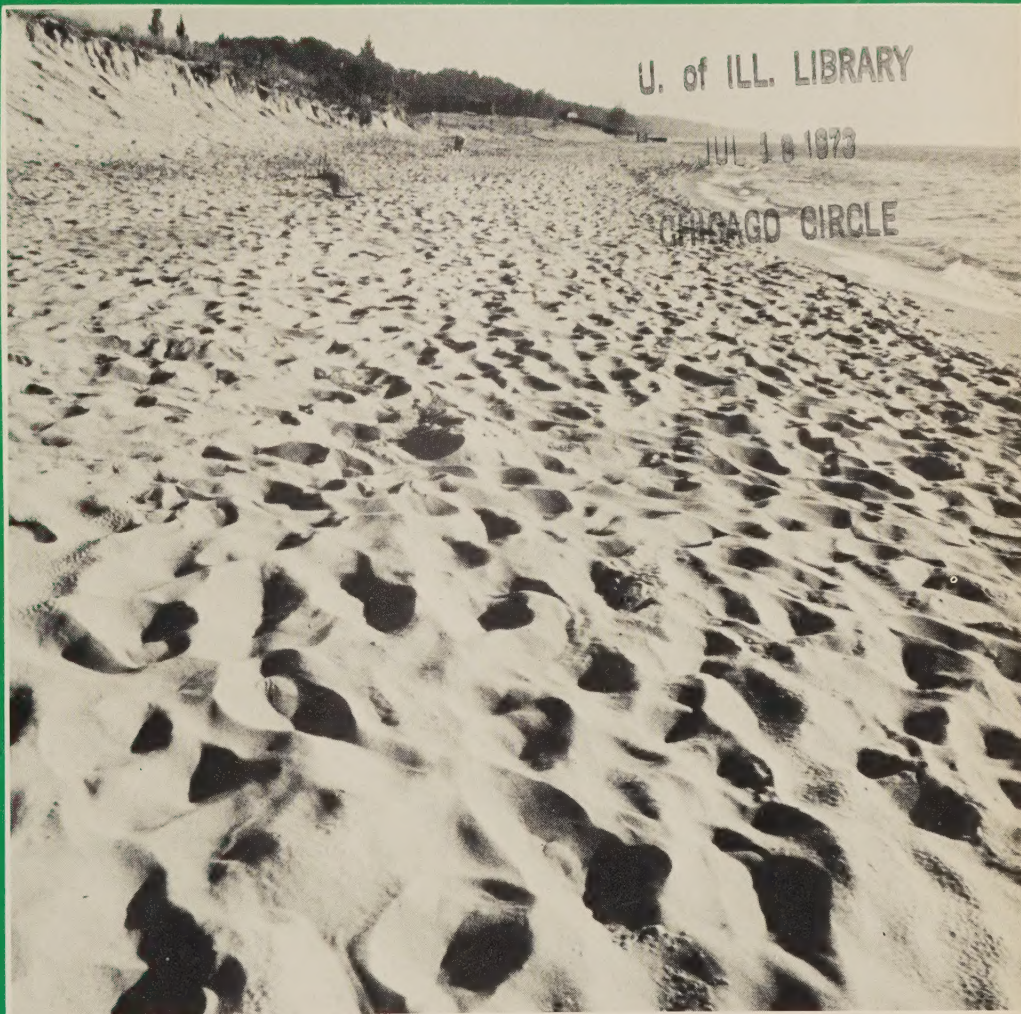
Editor & Publisher

® THE FOURTH ESTATE

Newspapers base
reader contests
state lottery
(see page 51)

American Bar
recommend
field law

Senator's bill
could delay
the results
(see page 7)



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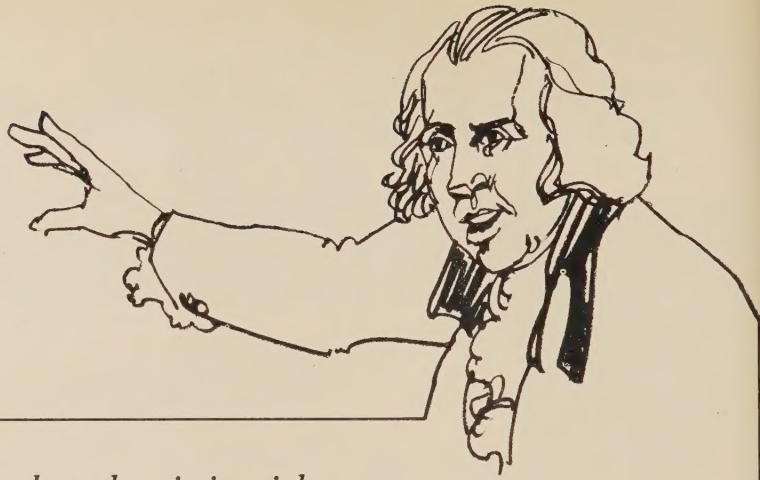
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A Voice in the Future

Words from the past, concerned with a nation's future. A reminder that the concept of a free press was one of the foundations of this free country.

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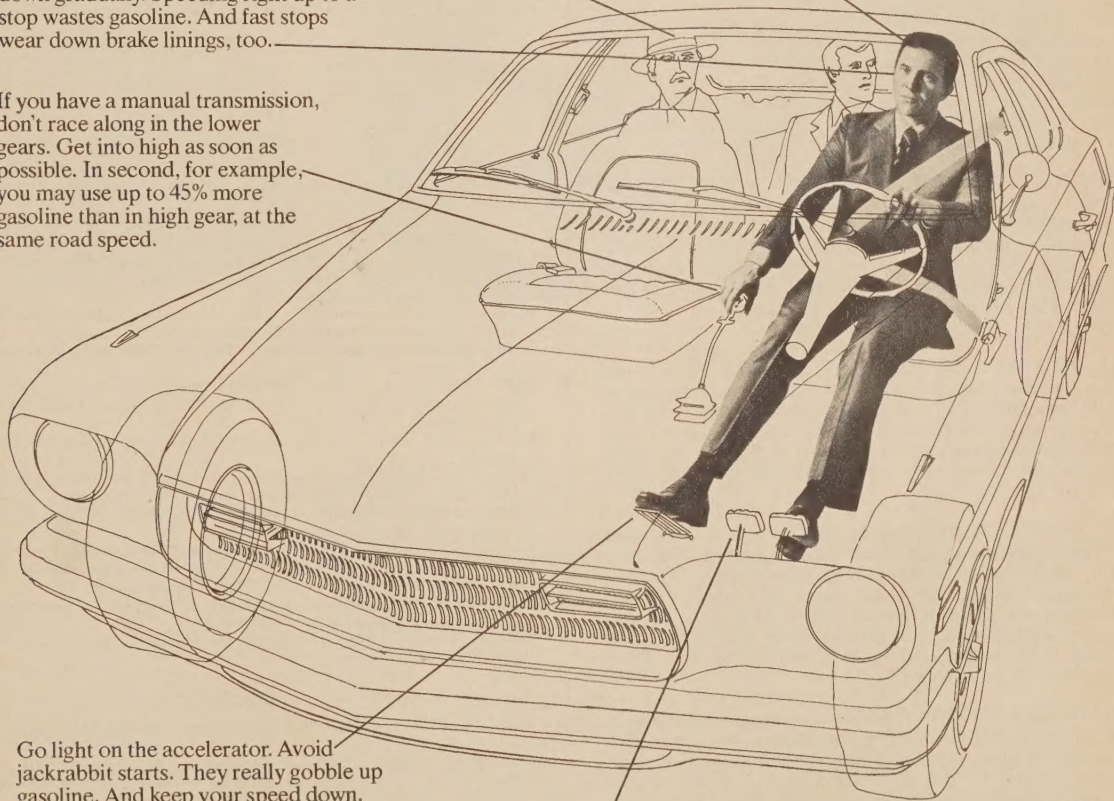
Anticipate stops. Look ahead for red lights and stop signs, so you can slow down gradually. Speeding right up to a stop wastes gasoline. And fast stops wear down brake linings, too.

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Don't ride the brake. Even light pressure on the brake pedal, especially with power brakes, makes your engine work much harder and wastes gasoline. So brake only when you need to slow down or stop.

You.



We're working to keep your trust.

CATCH-lines

By Lenora Williamson

SUMMERTIME IS WHEN INTERNS dot the city room scene. Albert E. Prudence, world news editor of the *Cleveland Press*, tells Catch-lines that his favorite intern floored him by asking if it was okay to abbreviate Generalissimo Franco: Gen. Issimo Franco. And that same intern edited a piece of copy this way: Conrad Hilton of Hotel Fame.

* * *

THE TYPEWRITER UPON WHICH Ray Parr writes "Parr for the Course" for the *Sunday Oklahoman* in Oklahoma City is 40 years old. Came time for it to be serviced. Ray took a dim view of the suggestion which came back that the typewriter should be replaced since none of the service men "had ever seen anything like it." "Next thing you know," wrote Ray, "some smart alec will be wanting to trade me in for some new-fangled reporter that you can plug into a computer."

* * *

WHEN DAVID EISENHOWER visited the press briefing room in San Clemente to drop off his sports column copy for the *Philadelphia Bulletin*, due note was taken. Jack Adams in the "People in the News" digest for the *Indianapolis News*, writes that in sharp contrast to the usual newsmen's output, the column was typed without a single strikeover or pencil correction—and on white bond paper.

* * *

"HAVE YOU HAD A BATH YET?"—That question tossed into conversations regularly around Arlington Hotel during the National Press Photographers Association business meeting and seminar was no cause for offense. It was simply that everyone wanted a report on the thermal waters, the baths and massages. Some seemed hesitant, and others plunged right in. General consensus: Great.

* * *

UNFORTUNATELY, THERE WASN'T A CAMERA IN SIGHT to record one of the choice feature shots of the NPAA convention: National secretary Cornelius M. Keyes of KTAR, Phoenix, tending the Xerox machine with one hand and clutching six-month old son Eric with the other. Eric attended sessions, and a few parties too, alternately solemn faced as the scene demanded or smiling at faces photographers made to amuse him.

* * *

THIS, YOU MAY OR MAY NOT BELIEVE—Wandering down the deserted main street of Hot Springs one evening at the locally late hour of 11 o'clock, four photographers and two ladies finally came to a bar that was still open—a topless one. The group sat around a table at the back of the dim bar, talking pictures and telling shop stories. Occasionally, they were critics of the dancing.

* * *

FREEDOM OF CHOICE was granted by a 3 to 1 decision of the Natick, Massachusetts, selectmen in allowing "The Last Tango in Paris" to be shown in town. The *Natick Suburban Press* headed its story, "Selectmen agree to Tango." And for the AP report out of Rome that 53 percent of Italians answering a survey said they suffered from insomnia and believed the main cause to be economic difficulties, the *Detroit Free Press* headline read: "Can't \$nooze."

* * *

HOW TO GET A GOOD TABLE—*Los Angeles Herald-Examiner* columnist Bill Kennedy wrote about a new night club in town, and at least a dozen people showed up at the place, telling the maitre d' "Bill Kennedy sent us." A list of the names was forwarded to Kennedy and he didn't recognize a single one.

* * *

THE NAME IS Al Carrell, who writes "The Super Handyman" for King Features, and he enjoyed being a guest on the television show "To Tell the Truth" and hearing two imposters stand up and declare, "My name is Al Carrell." But Al wasn't quite as thrilled when he got home and learned that someone had stepped into a local department store and also said, "My name is Al Carrell." That imposter charged about \$300 to the real Al Carrell's account.

EDITOR & PUBLISHER CALENDAR

JULY

- 15-18—International Newspaper Advertising Executives semi-annual meeting. Hotel Nova Scotian, Halifax, Nova Scotia.
- 15-20—International Conference of Weekly Newspaper Editors, Pere Marquette State Park, near Grafton, Ill.
- 19-21—North Carolina Press Association Centennial Convention, Grove Park Inn, Asheville, N.C.
- 20-22—South Carolina Press Association, summer meeting. Savannah Inn and Country Club, Savannah, Ga.
- 22-27—ANPA-INPA Newspaper Research Workshop, Ohio State University, Columbus, Ohio.
- 23-27—Knight Newspaper Seminar, Modern Production Techniques, Miami.
- 23—Aug. 24—Seminar, "News Media in Western European Countries." Temple Univ. School of Comm. The Netherlands. Contact: Dr. Samuel Riley, Journalism School, Temple Univ., Philadelphia, Pa. 19122.
- 30—Aug. 3—The Newspaper Guild annual convention, Hotel Vancouver, Vancouver, B.C.

AUGUST

- 3-5—Associated Press Association of California, Arizona and Nevada, San Mateo, California.
- 4-10—115th International Typographical Union Convention, Convention Center, San Diego, Calif.
- 10-11—Newspaper Advertising Executives of the Carolinas Meeting, Royal Coach Inn, Atlanta.
- 12-17—Newspaper Association Managers, Inc., Golden Anniversary Meeting, Jackson Lake Lodge, Jackson, Wyoming.
- 13-16—National Advertising Show, The New York Hilton, New York City.
- 19-22—Association for Education in Journalism Annual Convention, Colorado State University, Ft. Collins.
- 23-25—Montana Press Association Convention, Big Sky, Montana.
- 26-28—New York State Publishers Association, Otsego Hotel, Cooperstown, N.Y.
- 26-29—New England Association of Circulation Managers, Basin Harbor Club, Vergennes, Vermont.
- 29—Sept. 1—International Newspaper Promotion Association-European Division, Hotel Zurich, Zurich, Switzerland.

SEPTEMBER

- 7-9—Ohio Newspaper Classified Clinic, Pick-Ft. Hayes Hotel, Columbus.
- 8—Hoosier State Press Association Advertising Conference, Sheraton Motor Inn, Indianapolis.
- 8-12—Canadian Circulation Managers' Association Annual Sales Conference, Holiday Inn (downtown), London, Ontario, Canada.
- 13-15—PNPA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.
- 14-16—Pacific Newspaper Mechanical Conference, Southern Division, Biltmore Hotel, Los Angeles.
- 14-16—Maryland-Delaware-D.C. Press Association, Summer Conference, Beach Plaza Hotel, Ocean City, Md.
- 17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating Your Employees," Miami.
- 20-22—Interstate Advertising Managers' Association & New York Advertising Managers' Bureau joint meeting, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 21-23—Indiana APME fall meeting, Holiday Inn, Interstate 65, Lafayette, Indiana.
- 21-23—New England Press Association annual fall convention, (joint NYPA and NEPA meeting), Lake Morey Inn, Fairlee, Vermont.
- 22-25—Southern Circulation Managers' Association Annual Convention, Hilton Hotel, St. Petersburg, Florida.
- 24-26—INPA Southern Regional conference, Hyatt House, Houston.
- 26-29—Pennsylvania Newspapers Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 28-30—Advertising Executives Association of Ohio Daily Newspapers sales clinic, Pick-Ft. Hayes Hotel, Columbus.
- 30—Oct. 3—INPA Eastern Regional conference, Colony Resort, Atlantic City, N.J.

OCTOBER

- 7-10—UPI Editors & Publishers Conference, Camino Real Hotel, Mexico City.
- 7-10—INPA Western Regional conference, Washington Plaza, Seattle.
- 9-13—National Conference of Editorial Writers 27th Annual Meeting, Honolulu, Hawaii.

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EDITOR & PUBLISHER for July 14, 1973



Assistant Executive Editor, Robert Seymour, of the Harrisburg Patriot-News, accepts the National Headliner Award for domestic reporting from Miss America of 1972, Terry Anne Meeuwsen, at recent award ceremonies in Atlantic City, N.J.

Last June, flood waters from Hurricane Agnes swamped Central Pennsylvania in one of the nation's greatest natural disasters. Utilities were knocked out and communications were limited for days. Families isolated during the high water were anxious to know what had happened elsewhere. The Patriot-News, still mucking out its pressroom and business offices, published a special flood edition, "Anatomy of a Disaster," a hundred miles away in Allentown. Demand was so great a second printing was made in Lancaster. The judges agreed with our readers — and The Patriot-News was the unanimous choice for a National Headliner Award for outstanding domestic reporting.

THE Harrisburg Patriot-News

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'Open meeting' laws

On March 7 the House of Representatives adopted a new rule requiring all committee sessions to be open to the public unless a majority of the committee members vote in public to close a session. The Senate did not adopt a similar rule.

A survey by "Common Cause" of bill-drafting sessions from March 7 to June 15 reveals the new rule is frequently ignored or circumvented.

Of committee sessions held in that period to draft legislation, it was found that 238 were open and 47 were closed to public and press. Ten committees held no closed sessions but the House Appropriations Committee and all but one of its 13 subcommittees held all their draft sessions in private. The Ways and Means Committee has held all sessions in secret.

Most of these were closed by a majority vote, but the Veteran's Affairs Committee met April 11 to draft three bills on burial matters, insurance and overseas memorials and closed the session without taking a vote. The Commerce and Agriculture Committees were cited for doing the same. What's so secret about their business?

This penchant among legislators and government officials for conducting the public's business in secret is reflected also in the State of Massachusetts where a survey team of the Eastern Massachusetts Public Interest Group was rebuffed by bureaucrats in trying to obtain state and local records defined by law as "public records." Twenty-six of 33 agencies either refused to release the records or demanded to know who wanted the information and why. The group was able to obtain only 35 of 56 items requested.

All of which proves that "open meetings" and "open records" legislation at the federal and state levels are meaningless to bureaucrats who do not want to comply for any one of a variety of reasons. What's more, they will get away with it unless the spotlight of publicity is brought to bear by public interest groups and newspaper editors. We feel sometimes that editors don't turn up enough voltage on these spotlights.

Compulsory closing law

For years the International Typographical Union has been campaigning for state legislation to forbid replacement of strikers and it is now taking credit for Minnesota and Oklahoma becoming the 15th and 16th states to adopt laws "to restrict activities of strikebreakers." The union calls these "Citizens' Job Protection Laws."

Publishers should wake up to what is happening.

Similar legislation has been proposed in California and one publisher there calls it a "compulsory closing law" because it would make it impossible for an employer to use an executive, supervisor, non-union employe or member of his family to handle the work of anyone who walked out in a labor dispute.

Federal law protects the right of recognized unions to strike, but it also recognizes the right of management to continue operations when a strike is called. The rights of management become meaningless if strikers may not legally be replaced, even by other employes of the same company, which raises serious questions about the constitutionality of such measures.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

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letters

DECISIONS ON SPORTS

The Fourth Estate has always been obsessed with sports. This is a direct reflection of the American personality. Yet the press is not content to resurrect the desires of all of those who supposedly control it. Instead, it decides which sports will be given coverage, and which ones will not.

Roller derby and professional wrestling are in the latter category. Why aren't these sports kosher? "They're fake," say an overwhelming number of sportswriters. The results of the competitions are known to the participants in advance." Some people claim the reason is a sociological one, stating that these sports are "working class," and sportswriters are not, thus no coverage.

Regardless of which theory is correct, it is hard to imagine how sports that gross millions of dollars a year can be ignored.

It is evident that the media makes the "legitimate" sports great, rather than the sports themselves. Let us consider how the recent World Series, for example, would have been treated had sportswriters viewed it from the angle they view professional wrestling:

That inane and insipid lunacy, the World Series, has come to an end for another year. How it can appeal to the most banal intellect is beyond this reporter. This ludicrous "sports event" (perhaps they should have sent a theater critic instead) began in Cincinnati, where the Oakland Athletics defeated the Reds in two games. The A's did remarkably well, as they had to fend with the mad dogs in Riverfront stadium, who kept littering the playing field and interfering with a certain center fielder. The arch rivalry between the teams had been carefully planned by local promoters some time earlier. During a playoff game pitting Oakland against the Detroit Tigers, Crippler La Grow and Campy the cruncher got into a scuffle which ended in a mini free for all starring members, captains, and managers of both teams. It was truly a respectable spectacle. Similar episodes occurred in the other league, and the A's and the C's found themselves hopelessly locked in a blood feud. Obviously, this was just a farce. Both teams were simply trying to build up the box office. This is not to mention the never-ending array of arguments which take place between the umpires and the players, who may be seen making total fools of themselves. They jump up and down, and scream hysterically, sometimes carrying on their romper room antics for half an hour or longer. Resplendent in yellow, orange, and pink uniforms, the cast of characters

boasts names like Catfish, Blue Moon, and Fingers.

Naturally baseball is fixed. The people behind it see that it drags out for as long as possible. They rake in a fortune while the audience, reminiscent of lambs to the slaughter, lets itself be exploited, and comes back to see the maximum number of games. At the beginning of the World Series (they like to call it a "World Series" because that name attracts more attention, the world has nothing to do with it as it is strictly a national disgrace), Oakland was leading 2-0. Then the score is 3-1. Then it's suddenly tied up at three games each, because certain people made "errors," we're told. Finally, in an exciting ninth inning photo finish, the A's win it, 4-3. A likely story. How can there be any doubt that the promoters and team owners carefully arranged the outcomes of each game? The close scores indicate the overzealous owners are already building up next year's box office. And what a box office it is. Tremendously inflated prices for tickets, parking, programs, souvenirs, food, drink, and pay toilets. This does not include the millions from television revenues.

If there is still any doubt in your mind that the whole thing is a sham, there is documented evidence that umpires have intentionally made faulty calls at the plate. This has been proven by the use of hidden television cameras.

JIM BRACHMAN

San Francisco Chronicle

* * *

FREEDOM OF PUBLISHERS

After reading many reports in E&P during the last year regarding press freedom, I wonder why we have not heard the other side of this issue. I refer now to the newspaper publisher who exercises his own freedom to decide what information the public will be entitled to read about in his newspaper.

On May 5 the only high school in our community of some 5,000 people, was broken into during the early hours by a group of its own students. The vandalism was estimated to be in excess of \$5,000. On the following Thursday, our town's only local newspaper went on sale without publishing one word about the incident. I immediately wrote the publisher of the paper a letter, questioning the absence of any information about the school damage. To date my letter has not been acknowledged. Yesterday I met the only full-time reporter on the *Algonac Courier-Journal* and asked her why the story did not appear as there was obviously ample time in which to gather the facts before the paper went to press on its usual Wednesday printing schedule. She admitted that the publisher felt that printing the story would only give further motivation to other youngsters in the community to repeat the crime.

Does freedom of the press give a newspaper publisher the right to determine what will be published and what will not be published? If it does, then the people have more to fear from the press than it does government interference in any attempts to suppress or censor news to which the public is entitled.

(MRS.) GLORIA PITZER

Algonac, Mich.

CRYING WOLF

The editorial with reference to Chile in the June 30 issue of E & P raises an interesting point. I am always a little amazed at the moral indignation expressed by the fourth estate when it comes to censorship by totalitarian regimes, whether these be Marxist or fascist.

Frequently the more liberal members of the media are the ones to blame for the very censorship they decry. There are dozens of extremely liberal journalists and writers who take great delight in pointing out and extolling the virtues of left wing causes, ideas and governments. These very journalists insist on government intervention and regulation, under various disguises, in and of the lives of citizens, but they will be the first to cry wolf when these same governments intervene in the affairs of the press.

So, how about a little less moral indignation and a little closer look at the machinations of the very liberal members of the media?

KURT H. Miska

East Meadow, N.Y.

* * *

MORE ON IDENTIFICATION

Robert L. Holt's comment "Anyone with an ounce of knowledge . . . knows that the caller should always identify himself to the person answering the telephone . . . it completely eliminates the problem of 'May I tell him who's calling?'" For 13 years Holt did not have to identify himself a second time.

Sure, he's Holt. Would it be the same for Smith or Jones?

But Zygmunt Zulborsky? Or me, Karch?

Say "Karch" and one gets "WHO?" It's been spelled Karsch, and everything. Even starts with a cap F sometimes.

So if Holt wants his magic to work, he's gotta have a gimmick. Here's mine:

"Karch. That's K-A-R-C-H. Just spell March with a K. Like in January, February, March—KARCH!"

R. RANDOLPH KARCH

•

Short Takes

Re. the use of drugs: . . . a decision has not been made on the use of urinalysis to be used as a deterrent.—*Minneapolis Tribune*.

* * *

"Eat outdoors for a change" . . . —*Syracuse (N.Y.) Herald-Journal*.

* * *

. . . "I'm glad we're going back to the precinct . . . structure . . . It allows the members more voice in party affairs." . . . —*Lordsburg (N.M.) Liberal*.

* * *

Judge P. V. . . . ruled . . . that 128 books are obscene and ordered them destroyed. He enjoyed their further sale.—*Kansas City Associated Press*.

* * *

"Double-ring ceremony unties . . . couple."—*Globe (Ariz.) Record*.



"I cannot imagine starting a day without The New York Times. I know of no newspaper that covers national and international news as well. When other papers send a reporter—if they send anyone at all—The Times seems to send a brigade to get the story."

John G. Craig, Jr., Executive Editor
Morning News/Evening Journal, Wilmington, Del.

Every Saturday Since 1884

Bill would ban election coverage until midnight

By Mark Mehler

A bill prohibiting disclosure of federal election returns during Presidential election years prior to midnight eastern standard time was introduced June 28 in the Senate by Sen. Henry Bellmon (R-Okla.). The bill would prevent many morning newspapers from publishing any election returns, and would have a damaging effect on network tv and radio election coverage.

The purpose of the bill, according to Bellmon, is to correct an election abuse which "occurs every Presidential election year and whose time for solution is long overdue."

Because of the differences in time zones and voting hours, east coast polls close much earlier than in the west. Bellmon contends that publicizing eastern returns works a detriment on the free election process because of the "bandwagon" influence which comes from printing and broadcasting election results in western states long before the polls close in the east and midwest.

Bellmon said he has received complaints from citizens who claim that this influences the way votes are cast, and worse, discourages people from voting in the belief the election has already been decided.

Bellmon would like to see a federal law similar to the Oklahoma state law against revealing results in any particular precinct until the polls are closed.

The bill (S.2099) would make it a federal offense for any state or local election

official to publicly disclose any information in regard to the number of votes cast for President or Vice President in any Presidential election year before the hour of midnight, E.S.T. The bill originally included Congressional election results as well, but was amended to only President and Vicepresident.

Violation of the law could result in a fine of not more than \$5,000 and/or one year imprisonment. State law would continue to govern the hours of voting. Results would therefore not be publicized until one hour after poll closing in California and Hawaii.

Most newspapermen said they were not aware of the bill, but reacted negatively upon hearing about it. David Jones, national news editor of the *New York Times*, called the measure an "obvious inhibition of the free flow of news" and said the bill "amounted to censorship." Jones said the practical effect on the Times would be to prevent it from publishing returns in their first edition which hits the New York stands at 10:30 p.m. This is also the edition that goes out to Washington, D.C., Boston, and other cities, and affects several hundred thousand readers, said Jones.

Peter Silberman, national editor of the *Washington Post*, agreed that the net effect of the bill was not good. Silberman said the bill would not have a great effect on the Post, however, because the early edition on election night (on the street by

about 11) rarely carries definitive results anyway.

He said the important second edition, the home delivered, goes out after midnight. "We might have to scramble a bit, and some of our readers might be deprived of very early returns, but overall it shouldn't present that much of a problem."

H. L. Stevenson, editor-in-chief of United Press International, said, "We oppose any attempt to restrain the flow of information." He said he was basically familiar with the bill. "We've heard all the arguments about closing polls at the same time, and restricting election coverage, and we believe the politicians are underestimating the American voter, who is capable of voting intelligently and independently, no matter what results he hears on tv."

The bill was referred to the Committee on Rules and Administration. The bill's proponents are hopeful of having it tacked on as an amendment to bill S.372, which deals with overall election reform. That bill has been ordered passed out of committee, although it is not on the Senate floor yet. It is expected to be considered by the Senate sometime before the August recess, at which time Bellmon will bring up his bill.

Charles Waters, a legislative assistant of Bellmon who helped draft the bill, said the issue of free flow of information was considered by Bellmon. He said that several other measures were proposed to deal with the problem, but that this bill was the only suitable solution. "One bill would directly regulate the news media by network blackouts, and so on . . . our bill does not regulate the media directly, but only election officials." Waters conceded that the net effect is the same, however.

Pa. high court denies newspapers access to welfare lists

Pennsylvania's State Supreme Court, top appellate unit in the state, ruled in a 5-2 decision that newspapers do not have the right of general access to lists containing the names, addresses, and amount of assistance received by persons on welfare.

The action reversed a 1971 decision by Commonwealth Court which would have opened the relief rolls to newspapers, subject to certain court restriction and review.

The legal action was initiated 2½ years ago by the *Philadelphia Inquirer*. The Inquirer said in an editorial the high court "struck an intolerable blow to the principle of public awareness," and called for state legislative action to override the effect of the decision.

In the majority opinion, the court said the constitutional guarantee of the press' right to gather news, was outweighed by the rights of welfare recipients to privacy. The court also maintained that the

present Right-to-Know law is insufficient to permit reporters to see welfare records.

Justice Thomas W. Pomeroy, Jr., who was joined by Chief Justice Benjamin R. Jones in the dissent, found it "ironical that the court, especially at this particular time in our national experience, through a restrictive and erroneous reading of legislative acts, should bar a newspaper from government records of disbursement of public monies to private individuals." The dissent noted that public assistance is "big business" in Pennsylvania, involving some 800,000 recipients and expenditures of state and federal funds (including medicare) of about \$1 million.

The majority decision ruled that the Inquirer had not met three welfare law requirements in seeking information about recipients:

On the stipulation that requests must come from "adult residents of the Commonwealth," the majority said the Phila-

delphia Newspapers, Inc., corporate owner of the Inquirer, did not fit that description. The minority argued that corporations have long been considered "persons" under the law.

The Inquirer had not shown qualification that such information would not be used for "commercial or political" purposes, said the majority. The minority asserted that there was no basis for concluding the paper had a "crass pecuniary" purpose, and that the paper should be granted access and punished later if it misused the information.

The Inquirer had submitted the telephone book to satisfy the requirement that persons seeking addresses and amounts of payments to welfare recipients must first submit names. The majority ruled that this was an attempt to circumvent the law, doing indirectly what was explicitly prohibited from being done directly. The minority held that the law makes no distinction between inquiries about 10 persons or 10,000 persons.

Assistant M.E. traces changes at LA Her-Ex

The *Los Angeles Herald-Examiner* has been quietly undergoing a number of changes that could put the newspaper in a stronger position than it was in its pre-strike days, five years ago, according to Robert Epstein, one of three assistant managing editors.

Changes to date have been chiefly in the mechanical and production departments. Changes in the editorial department will follow as automation techniques evolve. The *Herald-Examiner* has gone heavily into these techniques and extensive use of cold type, Epstein told the Los Angeles Chapter of Sigma Delta Chi recently.

Management invested a great amount of money so that the paper can make a number of planned changes, according to Epstein. Technical changes are designed to produce the paper more efficiently and economically, he said.

Epstein noted that the H-E's readership has been loyal, surveys showing that readers are relatively affluent, well-educated white collar workers, making for a more sound base of circulation, which now stands at 500,000. The circulation five years ago was 723,000.

Emphasis on features

Among editorial changes anticipated are increased emphasis on background articles and features. Epstein said one way this can be accomplished is by establishing bureaus in major U.S. cities and foreign cities. At present the H-E has no full time bureaus anywhere.

The bureaus would not compete with the wire services, leaving spot news to the wires, with concentration on background and features, general as they affect Los Angeles and the West Coast.

The paper also expects to do more in the recreational field, especially by giving more coverage to non-professional sports. It intends to expand its financial staff and hopes to expand in entertainment and tv coverage. Strong areas of the paper, in Epstein's opinion, are sports, drama and the Sunday magazine section, California Living.

Shortage of copyreaders

On the weak side: Employment—difficulty in hiring the people wanted; shortage of copyreaders; retention of employees; reliance on wire services; women's affairs, and non-beat stories.

Epstein attributed difficulty in hiring to the paper's wage scale, which he said is legally limited to the amount offered in the last negotiation with the union. He also noted that few applicants expressed hesitancy about working for the H-E because it might affect their future employment by a Guild newspaper.

He said, however, he had not heard of any such problems by former employees who have worked on the H-E since the strike started.



Harding retires after 49 years

Clarence W. Harding has retired as director of public relations and research for the *South Bend* (Ind.) *Tribune*. He will continue with the *Tribune* in an advisory and consulting capacity with the *Tribune's* other newspaper properties in Indiana, California and Maryland.

Harding was with the *Tribune* 49 years, establishing the newspaper's public relations department in 1946.

He was one of the founders of the American Newspaper Publishers Association's Public Relations Committee, was its chairman for eight years, and a member since its organization in 1960. He also is a former president and board member of the International Newspaper Promotion Association's highest honor, the Silver Shovel Award.

The INPA awarded Harding a special citation at its meeting in San Diego, Calif. in May in recognition of his outstanding service both to the newspaper organization and the newspaper business. The citation observed that Harding "has worked untiringly and effectively to bring newspaper promotion the respect it now enjoys."

Many of the projects Harding created for the *Tribune* have received national recognition and won awards. Among these is the paper's Newspaper in the Classroom program which was started 16 years ago. During the last school year the program was taught to 34,500 students in the *Tribune's* circulation area.

Award winners

Felix Pita Astudillo of the Havana newspaper *Granma*, is the first newsmen from a Communist country to win a Dag Hammarskjöld memorial scholarship.

The other 1973 scholarship winners are Mrs. Yogarani Thevathasan of the *Ceylon Daily News*, Colombo, Sri Lanka; Stephen Mpofu of the *Zambia Times*, Lusaka, Zambia, and Kiekie Mwane Ngebay of Elima, Kinshasa, Zaire.

ABA expected to recommend 'shield' law

The American Bar Association is expected to give approval to a "qualified privilege law" for newsmen at the group's 96th annual meeting in Washington, D. C. August 2-9.

The association, in announcing that some 15,000 attorneys and their families will converge on eight hotels for the week-long sessions, said:

Libel to be excluded

"The resolution on shield laws, proposed by a six member study group appointed last March by president Robert W. Meserve, is expected to recommend a qualified privilege law that would protect the confidentiality of journalists' information sources. Except for cases involving libel, slander and non-confidential communications, the study group reportedly will recommend a position close to absolute privilege."

The six-man study group which studied the shield law issue includes David Borsman of Denver; Vincent E. Whelan of San Diego; Daniel A. Reznick of Washington, D.C.; Paul A. Nejelski, of New York University law school; Jerome J. Shestack of Philadelphia; and George Saunders, Chicago.

Their report on recommendation will be presented to the 22-member board of governors of the American Bar Association. The board will then present it for debate or action by the 318-member House of Delegates, the policy-making committee which draws its representation from all sections of the country and from local and state bar groups.

Supreme court decision

A highlight of the sessions will be a talk by Chief Justice Warren E. Burger who was on the majority of the recent 5-4 tough stand against obscenity and on the minority of the 5-4 decision that a city human rights unit may ban male and female ad categories in newspapers.

Speakers and panel participants will also include: Robert S. Boyd, Washington bureau chief for Knight Newspapers; Lyle W. Denniston, world editor of the *Washington Star News*; Dean Fred W. Friendly, former president of CBS News who is with Columbia University's school of journalism; Fred Graham, correspondent for the Columbia Broadcasting System; James J. Kilpatrick, syndicated newspaper columnist; and Tom Wicker, columnist for the *New York Times*.

50th birthday edition

The *Fontana* (Calif.) *Herald-News* published a special edition June 1, commemorating its 50th anniversary. The special 60-page edition, featuring over 4,000 column inches of advertising, was the largest in the paper's history, according to publisher Gary J. Tipton.



Canfield retiring from Inland Press

A career of more than 44 years in newspaper association work will come to a close next June when William F. Canfield retires as general manager of the Inland Daily Press Association.

Canfield has been with Inland since 1937 and its manager and secretary-treasurer since 1945. He had been discussing his desire to retire with the Inland board for more than a year and has now confirmed it to the Inland executive committee.

When he joined Inland he became member services manager and assistant to then secretary and manager, the late John W. Meyer. Canfield began newspaper association work with the Wisconsin Press Association while a journalism student at the University of Wisconsin in 1930. He was graduated from the university in 1932 and became manager of the state association in 1935.

An Inland committee which includes current officers and directors and two past-presidents has been appointed to select Canfield's successor. Its chairman is Warren G. Wheeler, Jr., *South Bend (Ind.) Tribune*, who was the 1972 Inland president and is now chairman of the board. Other committee members are the 1971 president, Len H. Small, *Kankakee (Ill.) Journal*; the 1973 president, R. George Kuser, Jr., *Troy (O.) News*; Vice-president Edward Lehman, *Longmont (Colo.) Times-Call*, and a director, Robert J. Brown, *Columbus (Ind.) Republic*.

The Inland has 493 member newspapers in 25 states, three provinces of Canada and Bermuda.

Dow Jones gains

Dow Jones & Company, Inc. reported net income for the first six months of 1973 of \$11,798,000, or 79 cents a share, on gross operating revenues of \$90,672,000.

DITOR & PUBLISHER for July 14, 1973

Paper asks court ruling on judge's trial coverage ban

Although an Indiana judge's decision denying reporters permission to cover hearings in a murder case was overturned by the judge to whom the case was transferred, the *South Bend Tribune* will seek a ruling in the matter from the Indiana Supreme Court.

Judge Howard J. Kinsey of Howard County Circuit Court (Kokomo) cited "catastrophic consequences" as a possible result of banning or censoring court news in overturning Marshall County Judge Thomas Huff's restrictions on news coverage.

Judge Kinsey, will preside at the trial of William Dauber, charged with slaying a South Bend use car dealer last September, on a change of venue.

Judge Kinsey ruled that the "alternative to bad reporting—to wit, no reporting at all, or censorship of news—would be to succumb to a doctrine of catastrophic consequences."

Judge Huff based his ruling on the belief that news reports might influence the jury. He also tried unsuccessfully to assign a pool reporter to the case, and said he would examine the reporter's stories before publication.

Judge Kinsey said coverage of the trial in his court would be proceed normally.

The *Tribune* was joined by the *Gary Post-Tribune*, *Hammond Times*, the *Pilot-News* at Plymouth, where the trial was originally assigned, and the *Valparaiso Vidette-Messenger* in petitioning for a writ of mandamus preventing Judge Huff's press control in the case.

Managing editor John Powers of the *South Bend Tribune* said the petition now takes the form of seeking a mandate from the Supreme Court to block procedures such as Judge Huff proposed.

Richard Cardwell of Indianapolis, counsel for the Hoosier State Press Association, which also joined in the original action, termed Judge Huff's moves "patently unconstitutional."

Delphos acquires Illinois weekly

The *Highland News Leader*, a weekly newspaper in Highland, Ill., has been sold to Delphos Inc., of Delphos, Ohio.

Russell D. Hoffman, owner of the *News Leader*, said he plans to continue to assist in the publication of the weekly during the transition period, but that his future plans are indefinite. No changes in personnel are planned by the new owners, he said.

Delphos Inc., owns the *Delphos Herald* and *Beardstown (Ill.) Illinoian-Star*, dailies; and *Paidding Progress*, *Mercer County Chronicle*, and *Gahanna Enterprise*, Ohio weeklies.

The transaction, which took effect July 1, was negotiated by Marion R. Krehbiel, Norton, Kansas, newspaper broker.



Lee Enterprises names president

Lloyd G. Schermer, vicepresident-newspaper operations for Lee Enterprises, Inc., Davenport, Iowa, was elected president of the company following the death of David K. Gottlieb (E&P, July 7).

Schermer, 46, joined Lee in 1954 as an advertising salesman for the *Davenport Times-Democrat*. He also worked as a reporter, an engraver and a printer before he joined the *Kewanee (Ill.) Star-Courier* as business manager in 1958.

He was appointed business manager of the *Missoula (Mont.) Missoulian* in 1960 and was named publisher of the newspaper in 1962. In 1965, Schermer was elected vicepresident of the Montana Divisions of Lee.

Schermer returned to the corporate headquarters in Davenport in 1970 as vicepresident-newspaper operations and assistant to the president. He is a member of the board of directors of Lee and the board of directors of the Journal-Star Publishing Co., Lincoln, Nebraska.

Salida newspaper sold to Ledermanns

Sale of the *Salida (Colo.) Mountain Mail*, a five-day daily to Mr. and Mrs. George Ledermann was announced July 2 by Kenneth Johnson, president of the Sentinel Publishing Co. of Grand Junction, Colo.

Johnson said the *Mountain Mail Publishing Co.*, was sold to the Ledermanns, as well as the newspaper. Ledermann has been editor and general manager of the 94-year-old newspaper.

The sale price, not disclosed, includes a commercial printing plant and office-machine supply facilities in Buena Vista, Colo. and Salida.

\$40 increase tops in Guild pact with Star

The proposed contract agreement between the *Toronto* (Ont.) *Star* and the Toronto Newspaper Guild will raise the current minimum weekly salary for reporters with five years experience from \$240 to \$280 on September 1, 1974.

Guild members, who work in editorial, circulation, advertising, business and delivery-garage departments, are scheduled to meet July 23 to ratify the proposed two year contract which was agreed on (E&P July 7) by leaders of both sides at a marathon mediation session July 4-5.

Hugh Peacock, chief negotiator for the guild, said about 1,350 guild members are affected by the proposed settlement and it is anticipated the contract will be ratified.

Worth \$41, company says

The *Star* estimates the new two-year contract is worth \$41 in wage and fringe benefits for a 35-hour week over the two year contract period.

Employees currently earning more than \$230 will receive a general \$18 a week pay hike retroactive to January 1, 1973 and another \$18 on January 1, 1974. On September 1, 1974 a \$4 a week salary hike or adjustment is scheduled.

The *Star* has agreed to pay the full cost of premiums in the Ontario Health Insurance Plan. The company has been paying two-thirds of the cost.

The proposed agreement also gives the union employees a choice between a dental plan proposed by the *Star* and one proposed by the Guild. The paper will pay 75 cents a week for the plan.

The car mileage allowance, now at 12 cents a mile, increases to 13 cents a mile and to 14 cents a mile in July, 1974.

ANCAM award winners named

EDITOR & PUBLISHER—ANCAM award plaques for the best examples of classified advertising promotion were presented at the annual convention of the Association of Newspaper Classified Advertising Managers aboard the Queen Mary at Long Beach, Calif., last week.

Award winners were: Newspapers over 100,000 circulation, *Toronto* (Ont.) *Globe & Mail*, Harry Outhet, CAM; newspapers 50-99,999 circulation, *Bloomington* (Ill.) *Pantagraph*, Fred Larey, CAM; newspapers 25-49,999, *San Mateo* (Calif.) *Times*, Margaret Buschini, CAM; newspapers under 25,000, *Redwood City* (Calif.) *Tribune*, Al Irish, CAM.

International Want Ad Week award winners named were: (over 100,000; *Fort Wayne* (Ind.) *Newspapers*, Robert Briner CAM, first prize; *El Mundo* (San Juan, P.R.) Ed Dale, CAM, second prize; *Akron*



QUEEN MARY provides shipboard setting for 53rd Conference of Association of Newspaper Classified Ad Managers in Long Beach, Calif., recently. Shown enjoying scene are, from left, Ray Bisso, CAM of Long Beach (Calif.) *Independent and Press-Telegram*, his publisher, Dan Ridder, and Mrs. Frani Ridder. Bisso was general chairman of the event.

(O.) *Beacon Journal*, John Kidder, CAM, third prize; *Daily Oklahoman & Times*, Ed Stanley, CAM, fourth prize; *Detroit News*, Norman Young, CAM, fifth prize.

In the 50,000-99,999 circulation category, first prize went to the *Gary* (Ind.) *Post-Tribune*; second prize, *Everett* (Wash.) *Herald*; third prize, *Riverside* (Calif.) *Press-Enterprise*; Fourth Prize, *Las Vegas Review Herald*; Fifth Prize, *Terre Haute* (Ind.) *Tribune*.

For newspapers 25-49,999 circulation, first prize was awarded to the *Beaver County* (Pa.) *Times*, second prize, *San Mateo Times*; third prize, *Lawrence* (Mass.) *Eagle Tribune*; fourth prize, *Jackson* (Mich.) *Citizen Patriot*; fifth prize, *Arlington Heights* (Pa.) *Herald*.

Under 25,000 circulation, first prize to *Niles* (Mich.) *Star*; second prize, *Woodland* (Calif.) *Democrat*; third prize, *Clearfield* (Pa.) *Progress*; fourth prize, *Palm Springs* (Calif.) *Desert Sun*; fifth prize, *Fremont* (Ohio) *News Messenger*.

In "Best Classified Ad of the Year" competition, first prize for automotive went to the *Daily Tribune*, West Covina, Calif.; first prize for color, to *St. Petersburg Times & Evening Independent*; first prize for special sections, to the *Hayward* (Calif.) *Review*; first prize, real estate, *Miami* (Fla.) *Herald*; first prize, general merchandise, *Seattle Post-Intelligencer*; first prize, individual promotion, *Albany* (N.Y.) *Knickerbocker News & Union-Star*.

Carl Lehman, classified advertising manager of the *San Rafael* (Calif.) *Independent Journal* was named as Classified Advertising Manager of the Year by the Western Classified Advertising Managers Association.

ANCAM elects new officer team

William B. Gardner, classified ad manager of the *Raleigh* (N. C.) *News and Observer Times*, succeeds Harland M. Henry of the *San Jose* (Calif.) *Mercury and News*, as president of the Association of Newspaper Classified Ad Managers (ANCAM).

Others elected at ANCAM's meeting June 24-28 in Long Beach, Calif. include: first vicepresident, Fred Gabriel, *Milwaukee* (Wis.) *Sentinel and Journal*; second vicepresident, Cal Tremblay, *Harte-Hanks Newspapers*, San Antonio (Texas); third vicepresident, Joseph O'Shaughnessy, *Chicago* (Ill.) *Sun-Times and Daily News*; secretary, George Spaulding, *Austin* (Texas) *American Statesman*; and treasurer, Lowell Steele Jr., *Washington* (D.C.) *Star*.

New directors

The directors for 1973-1974 include Harland Henry, *San Jose* (Cal.) *Mercury News*; Gunnar Rovick, *Minneapolis* (Minn.) *Star and Tribune*; Robert McNutt, *Omaha* (Neb.) *World Herald*; Carl Lehman, *San Rafael* (Cal.) *Independent Journal*; George McIlveen, *Cincinnati* (O.) *Enquirer*; Andre Boulet, *Quebec* (Can.) *Le Soleil*; William Hall, *Greenville* (S.C.) *News Piedmont*; and Marianne O'Neil, Community Newspapers, Inc., Glen Cove, N. Y.

ANCAM's 1973 James McGovern Award went to Joe M. Dealey, publisher of the *Dallas Morning News*.

Arbitrator's award in Detroit CRT case

Negotiation machinery is in force for the second month in a disagreement between the *Detroit News* and the ITU over who will use the CRT (cathode ray tube) system in the newsroom.

Meantime, under terms of an "interim award" by an independent arbitrator, Russell Smith, the system is being utilized. The award was made on June 6.

The News installed the system last fall and the ITU attempted to enjoin the paper from using the machines, because of the elimination of keyboarding and because CRTs were not covered in the News' last contract with the ITU. The union was granted an injunction, but it later was rescinded by a higher court.

Smith's award says:

"This matter is remanded to the parties or negotiations, upon demand of either party, in an attempt to settle work allocation and other matters relating to the use of the CRT system.

"If the parties have not settled their differences within 60 days (August 6) of the date of this award, the matter, may, upon demand of either party, be returned to the arbitration process for definitive resolution after a further hearing. Such resubmission shall either be to the undersigned (Smith), or, if either party or both parties so desire, to some other arbitrator elected from the parties' contractual panel of arbitrators or otherwise selected.

"Pending the final disposition of the matter by agreement or supplemental award, the publisher . . . may continue the application and further implementation of the CRT system and composing room employees shall process the product of that system.

"Pending the final disposition of the matter, there shall be no layoffs of composing room employees due to the operation of the CRT system."

Later closing time for market threat to printing quotes

The American Newspaper Publishers Association has urged the New York Stock Exchange not to extend closing time to 4 p.m. (EST), one of several proposals under study to expand trading hours.

ANPA had earlier invited comments of member newspapers on the proposal. Newspapers responding were unanimous in opposing the proposed extension.

In a letter to NYSE chairman James Needham, ANPA president Stanford Smith, said the hours extension would, if implemented, pose serious problems for many daily newspapers and their readers who rely on the newspapers for the closing stock market quotations.

Newspapers, responding to ANPA pointed out that 4 p.m. (EST) closing time would be extremely harmful and would make it virtually impossible to pub-

lish the closing quotations for that day in their evening editions. Contrary to some impressions, the objections are not regional in nature but these comments came from daily newspapers in all four time zones across the country.

The ANPA had urged that closing time be more ideally set at 3 p.m. (EST). Present closing time is 3:30 p.m.

Asahi Shimbun newsman ordered from Vietnam

The chief Saigon correspondent for *Asahi Shimbun*, one of Japan's leading newspapers, has been requested to leave Vietnam because his paper ran an editorial saying Saigon was holding political prisoners.

Asahi Shimbun would be allowed to maintain a news bureau, a government spokesman said at one point. Later he said that this would depend on the attitude of the newspaper.

The correspondent, Kazuhisa Ikawa, said he had not received word on when he must leave. He said he was told unofficially he could stay about a week. Ikawa said he had turned in his government press accreditation card, but is still reporting and sending dispatches.

A government spokesman, Bui Boa Truc, commented that it had been concluded Ikawa's work was not being done in a manner to create a better understanding between the Japanese and Vietnamese.

Carter elected ACEJ president

Don Carter, executive editor of the Macon, Ga. *Telegraph and News*, has assumed duties as new president of the American Council on Education for Journalism. He succeeds Warren Phillips, former editorial director of the *Wall Street Journal* and now president of Dow-Jones.

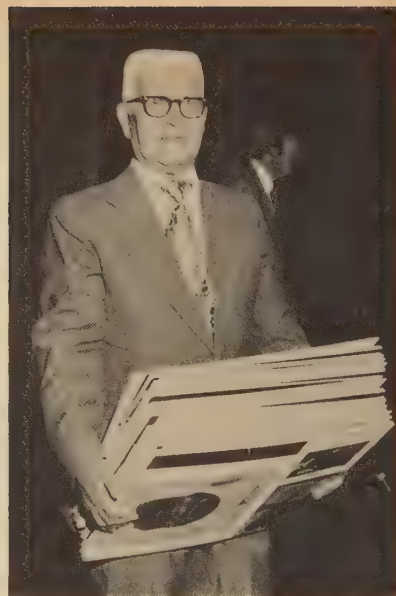
Stuart Awbrey, publisher of the *Hutchinson (Kans.) News*, was re-elected vice president, and Milton Gross, associate dean of the University of Missouri School of Journalism, was re-elected secretary-treasurer of the Council.

Neale Copple, director of the school of journalism at the University of Nebraska, succeeds Frank Senger, chairman of the Michigan State School of Journalism, as chairman of the Council's accrediting committee. The new vice-chairman is Dean Warren K. Agee, of the University of Georgia school of journalism. Professor Baskett Mosse of Northwestern University was re-elected executive secretary of the accrediting committee. Cruise Palmer, executive editor of the *Kansas City Star*, is a newly-elected member of the accrediting committee.

Accreditation of 21 sequences in 12 schools and departments of journalism brings to 61 the total number of schools with journalism or communications programs accredited by the Council, outgoing president Phillips said at the recent annual meeting in St. Louis.



"YOU CAN'T please all the people all the time," or so the *Montesano (Wash.) Vidette* found out recently, when an unidentified person smashed this hole in its front window. Actually, the act of vandalism was one of 11 such acts throughout the city during June.



CLIF EDM, veteran NPPA member and Pictures of the Year coordinator, collects prize photos exhibited during Sprague banquet.

THE PRESIDENT RETIRES—

All smiles, NPPA's Jack Bradley gathers up his notes, presidential gavel, and gifts from the board of directors at the closing business meeting in Hot Springs, Arkansas.

NPPA convention sets new education goals

By Lenora Williamson

Emphasizing a need to expand and fund professional education activities, the board of directors and officers of the National Press Photographers Association meeting July 4 week in Hot Springs National Park, Arkansas, indulged in a two-day budget cropping session on the operational expenses of the organization.

At the same time, while celebrating an all-time high membership of 4,017 for 1972, the board voted to allow student affiliate chapters of NPPA on college and university campuses where photojournalism courses are offered.

Morris Berman, staff photographer of the *Pittsburgh Post-Gazette* was elected president of the association for the new year, and in a three-way contest for the vicepresidency, William Strode, assistant director of photography, *Louisville Courier Journal* and *Times*, won.

Top honors in the traditional Sprague Memorial Awards banquet which bridged the two-day business session and the education seminar went to Cal Olson, managing editor of the *Fargo* (N.D.) *Forum* and past president of NPPA, and to Dick Pollard, a former picture editor of *Life Magazine*.

The Sprague ceremonies were held on

Fourth of July eve, and the photographers heard the chairman of the board of Eastman Kodak Company, Gerald B. Zornow, say that they could not give the United States a better birthday present for the bicentennial July 4, 1976, than "a free, vigorous and skillful photographic press." That year NPPA will celebrate its 30th birthday.

Since so much of the world now gets its information about so much of the rest of the world from pictures, Zornow declared, the photojournalist's ability to capture the true aspects of a story is vital to society.

"The way people perceive reality and consequently the way they behave now depends in large measure on what photographers show them.

"Those of us who are looking on have to rely on those of you who are doing the shooting to give us a true picture of what's going by in this parade."

Cal Olson, who received the Sprague award given to the working press photographer "who advances, elevates or attains unusual recognition for the profession of press photography," referred in his acceptance remarks to his new role as a managing editor. Olson commented that it

"hurts like hell to come off the street" but that one of the best features is he "can refer to them as 'my reporters'," a remark that drew applause with its thrust at reporters and their frequent references to "my photographer" while on a story.

Interest in photography is greater than ever, Olson declared, adding that he hoped each day in the life of news photographers is like each day for me—"a fresh page and a wonderful way to make a new world."

Annual honors

Other awards presented were:

Joseph Costa Award, Ernie Crisp, Eastman Kodak Company; NPPA Fellowships, George Shivers, Eastman Kodak Company, and Gordon Yoder, Gordon Yoder, Inc., Dallas; Kenneth McLaughlin Memorial Award, Robert Grant, *Grand Junction* (Colo.) *Sentinel*.

Special citations: Roger Clark, Washington, D.C., attorney, for assistance "in our continuing battle to protect the right of the public to visual coverage of the news" and to Gifford Hampshire, Washington, for his efforts to elevate the art through Project Documerica.

Sam Meller Memorial Award, Arlo

Grafton, KMTV, Omaha; editor of the year, Katherine Graham, Washington Post Company.

NPPA citations went to: Bob Brush, *The Record*, Bergenfield, N.J.; Major Jim Durham, Department of Defense; Gary Settle, New York Times; Joe Swan, San Jose State University, California; NPPA Newsletter Award: Charles Vallone, *Racine (Wis.) Journal-Times*.

The President's Medal for meritorious services was awarded by retiring president Jack Bradley of the *Peoria (Ill.) Journal-Star*, during the awards evening to: Michael Anderson, *Boston Record-American*; Larry Brooks, *Peoria Journal-Star*; Barry Edmonds and Bill Gallagher, *Flint (Mich.) Journal*; Bob Lute, Laramie, Wyoming, freelance; Dave Repp, Bloomington, Ind., freelance; June Glenn Jr., Asheville (N.C.) *Citizen-Times*; and William Small, *CBS News*, Washington; and Lenora Williamson, *Editor & Publisher Magazine*.

Supervisor named

With the reversal of past convention proceedings allowing student affiliate chapters to be formed now, Berman announced that Joe Swan, professor of journalism at San Jose State University in California, would be appointed supervisor of student programs of the association. Student memberships were changed from the school year to the calendar year customary for regular members. An accompanying fact of the "treat college students as adults" move to extended 12-month membership was a raise of the membership fee to \$10 a year.

Berman said he expects the student program to "blast off" and that NPPA will be "a big brother" to the college and



SPRAGUE AWARD RINGS are compared by President Morris Berman and Cal Olson, Fargo (N.D.) Forum, winner of this year's top honor. Berman was 1968 winner.

Photos for Editor & Publisher by Bob Kadel, Terre Haute



NOW, LET'S GET ORGANIZED—

Morris Berman, Pittsburgh Post-Gazette, new president of the National Press Photographers Association, congratulates William Strode, Louisville Courier-Journal and Times, on his election victory in the vicepresidential race.

high school students who may be the country's future news photographers.

NPPA's annual Flying Short Course, a major education and service project, was announced for four cities this year by Barry Edmonds, *Flint (Mich.) Journal*, education chairman, beginning with Newark, October 21; Indianapolis, October 23; Houston, October 25, and Seattle, October 27.

NPPA's Pictures of the Year Competition progress report by Professor Clifton Edom, administrator of the event at its home base in the University of Missouri School of Journalism, noted that while a year ago the competition was on the verge of bankruptcy, it is now solvent through the cooperation of Nikon, Inc., as a co-sponsor. A statement from the journalism dean at Missouri, Roy M. Fisher, read by Edom, noted that Nikon is considering a proposal to publish a special supplement "*Nikon World*" devoted to this year's winners in the POY contest. The association is still searching for a way to produce a traveling cross-country exhibit for the general public of the Pictures of the Year.

Dearth of grants

In his outline of goals for NPPA during the vicepresidential election speeches required of candidates, Strode pointed out that NPPA should organize a program for advanced news photographers where-in they can further their knowledge in the form of university study or in photographing valid stories. With such a program, NPPA could approach foundations for yearly grants, Strode said, in noting that more than a half million dollars was giv-

en away last year for photographic study.

Strode also said an exchange program for still and motion picture photographers with newspapers, magazines, or stations exchanging a photographer for two-week periods is needed—as well as a program to teach editors the value of good picture use. He suggested an approach be made to the American Press Institute for a seminar in picture editing.

Tony Spino, *Detroit Free Press*, and Chris Button, KARK-TV, Little Rock, were the other vicepresidential candidates. Spino's campaign speech sounded a warning of changing roles ahead for photographers and photo departments because of automated technology, as he urged NPPA to keep members informed of what the next few years will bring.

In a further economy move aimed at a realistic, balanced budget, the board—at the insistence of the officers—removed the yearly \$200 stipend granted to the association's president, vicepresident, secretary and treasurer. Executive secretary Charles Cooper, Durham (N.C.) *Herald-Sun*, who maintains the national offices of NPPA in his home, was granted an increase of \$1000 combined in stipend and office maintenance.

1973 seminar chairman, Chris Button, organized an all day bus trip for wives and children and photographers not involved with the board meeting to the Ozark Cultural Center, and the Fourth of July was celebrated with a barbecue and fireworks at Diamondhead outside Hot Springs.

A report of the education day program of the NPPA meeting will appear in next week's issue.

Washington bureau

By Luther A. Huston

NEWHOUSE NEWS SERVICE

Twenty-six reporters comprise the Washington staff of the Newhouse News Service and they serve twenty-three newspapers in the Newhouse chain. Dean Reed, Washington editor, told how the service operates.

"We take a quite different approach and outlook than almost any other news service," Reed said. "First, we make a strong effort to stay away from regular, spot, breaking news—unless, of course it is something particularly worthwhile and we can break it ourselves. We've had our share of national exclusives.

"But our prime thrust is the good, topical newsfeature—the situation story, interpretive piece, background or series of stories. We take this approach, then apply it vigorously to areas of the news that we think aren't covered, or perhaps aren't covered well. And we are quite willing to add or subtract beats—we avoid being tied down to the old, vertical-geographical way of reporting Washington and national news—you, know, the Pentagon man, the State Department man and so on.

"We get a lot more impact by trying to look ahead and see what's coming. Transportation, for example. That's the latest beat we have added; we started it the first of the year and its doing well. There are all sorts of transportation stories of general interest to newspaper readers, but darned few reporters covering the area except for the trade press.

"Similarly the service has emphasized coverage of such topics as environment, government regulatory agencies, the law and other news areas."

The Newhouse service recently completed 10 years of operation. Before its establishment in 1962, the Newhouse papers had been served first by a one-man stringer system, and after 1948, by a full-time bureau with a small staff. One of the stringers in the early one-man system was James Butler, who also was Washington correspondent of Editor & Publisher.

National, regional staffs

The staff is divided into a regional group and a national group. The present national staff includes Reed, who has been with the service since 1962; Donald Bacon, who reports on the presidency and the executive branch and is the service's senior correspondent; Miles Benson, chief congressional correspondent; Peter J. Bernstein, environment; Michael F. Conlan, transportation; Susan Fogg, social issues; Saul Kohler, politics and special assignments; Jack C. Landau, the law; and Kay Mills, government regulation and consumer affairs.

Geoffrey Gould is the news editor and Victor Wilson the night news editor. Wilson also writes on book news.

Members of the regional staff and the areas and papers they serve include Carol



LOOKING AHEAD is chief thrust of Newhouse News Service and its editor, Dean Reed, shown at desk in NNS Washington Office. (Photo by Pat Young)

Clawson, Massachusetts and New York; Philip Cogswell, the *Portland Oregonian*; James Free, the *Birmingham News*; John Finch, Pennsylvania; Joseph Ganley, New York; Robert Maitlin, New Jersey; Edward W. O'Brien, the *St. Louis Globe-Democrat*; Edgar A. Poe, the *New Orleans Times-Picayune*; William D. Robertson, the *Oregon Journal*; Richard Seelmeier, Long Island, and Philip Smith, Alabama.

Although the products of these newsmen and women is primarily for the Newhouse newspapers, their stories go to a hundred or more papers under an arrangement, worked out in 1971, with the Field Enterprises and the *New York Times*. By this arrangement Newhouse News Service material is distributed by the Chicago Daily News-Sun-Times Service and sold by the New York Times as part of a 24-hour news wire. At the time of the agreement, a joint statement by S. I. Newhouse and Marshall Field said: "Each of the organizations supplying news material to the wire, will maintain its separate identity, character, and editorial independence."

"That's certainly been true," Reed said. "We're absolutely independent. We've worked particularly hard to preserve the character of the Newhouse type of story, and we've been successful at that."

During the 10 years of its operation, Newhouse News Service reporters have won numerous national awards, including Sigma Delta Chi's annual award for distinguished Washington reporting, which staff members received three times during a nine year period, something of a record for the award.

Anderson denies articles favored Cuban dictator

Columnist Jack Anderson denied allegations that he had been paid to write favorable articles about the Cuban dictator Batista and offered to "pay \$100,000 to anyone who can prove the charges."

Anderson had been featured on the White House "enemies list" released last week by former White House counsel John Dean. Anderson was also the subject of a memo from former special White House Counselor Charles W. Colson to Dean.

The memo charges that Anderson and his former associate, the late Drew Pearson, "were paid \$100,000 in 1958 by Batista to write favorable articles about the former Cuban dictator. In 1961 Anderson wrote several very favorable articles on Fidel Castro. Fredo de la Campo, Batista's Under Secretary of State, sent Anderson a telegram saying 'I hope you were paid well, as well for the Castro articles as you were for the Batista articles.'"

Anderson said "I have never accepted money to write favorable columns about Batista, Castro, or anyone else. My columns are a matter of record. I wrote no favorable columns about Batista in 1958 nor Castro in 1961.

"I am opposed to dictatorships of the right and the left," Anderson added.

The Colson memo also charges that "Jack Anderson was found in a room with wiretap equipment and a private investigator in connection with the Dodd investigation. Anderson, according to my source, had the wiretap equipment supplied to him by a Washington, D.C. man."

The late Senator Thomas Dodd was the subject of major expose by Anderson and Pearson. Their investigation eventually resulted in the Senate censure of Dodd.

Anderson replied, "I have never used wiretap equipment in the Dodd investigation or any other investigation. On one occasion I was present while a congressional investigator was using eavesdropping equipment in the Adams-Goldfine case. At no other time have I been involved directly or indirectly in any kind of eavesdropping."

Bowden named to new post

J. Earle Bowden, editor-in-chief of the *Pensacola (Fla.) Journal*, the *Pensacola News* and the *Pensacola News-Journal*, was named associate publisher.

Braden L. Ball, president of Pensacola News-Journal Inc., and publisher of the three Pensacola newspapers, said that Bowden will work with him and other department executives in coordinating the major expansion in the News-Journal's physical plant, in publishing technology of its news, advertising and circulation coverage.

Bowden, 44, will continue in charge of news and editorial operations of the three newspapers.

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La Presse atmosphere good, circulation up

Editor's Note: All of the 1,400 union employees of La Presse in Montreal literally marched back to work in February 1972, ending a labor dispute that had kept Canada's biggest French language newspaper shut for over three months. What has happened since? What may happen when contracts expire again December 31? Harvey Shepherd, a reporter for the Toronto (Ont.) *Globe and Mail*, looked into these questions in a three part series for his newspaper. Highlights and excerpts of his post-mortem appear below:

The atmosphere in the newsroom and in the production centers is good, even if the wounds from the labor dispute have not all healed. Circulation, which was down to 140,000 a day when the paper resumed publication after the dispute, now has passed 200,000. Optimism is already growing over prospects for amicable settlement on new labor contracts to succeed the ones that ended the lockout.

The most difficult questions at issue (in the 1971-1972 labor dispute) were centered on the fate of newspaper production workers with the introduction of technological change. Such questions had already been—and continue to be—at the center of bitter labor disputes in other North American newspapers. For example, a strike that began in 1964, mainly over issues of technological change, led to the destruction of the International Typographical Union at the major Toronto dailies. In the summer of 1971, *La Presse* locked out about 325 production workers, about 225 of them members of the ITU. Many labor union members still believe

the paper had plans at that time for changes that did not include these men.

Unity among the unions locked out by La Presse was an important factor not only in that dispute but in forging the common front with which Quebec unions confronted the provincial government in the tumultuous public-service negotiations of 1972. An important contributing factor to the bitterness of the struggle at La Presse and its ideological atmosphere was the interrelation of La Presse Power Corp. of Canada Ltd. a favorite capitalist target of Quebec radicals—and industrialist Paul Desmarais, who is chairman of both Power Corp. and La Presse.

An ideological battle

As the presses lay idle and negotiations proceeded intermittently, the grievances of journalists, involving conditions in the newsroom and their demands for a measure of control over newsroom operations and policy, came to attract about as much attention as the technological questions affecting production workers.

But there is fundamental agreement that things at La Presse now are a great deal better than they were before the lockout.

Have the wounds from the labor dispute healed?

Yes, says Roger Lemelin, 54, publisher of La Presse. Some have not, says Henri Beauchamp, a member of the executive committee of his ITU local. They have been cauterized, but not healed, says Jean Sisto, the 32-year-old news director of La Presse, who came to the newspaper in

that post shortly after Mr. Lemelin joined it.

Some at least of the news staff say the crisis has left them with a clearer appreciation of their fundamental status as ordinary workers, with interests clearly distinct from those of the owners of the newspaper. But while saying that, they agree with members of management that not only is the atmosphere much better but that a new emphasis on the newsroom and new autonomy for the newsroom are major reasons why. "The atmosphere is more free than it was before the lockout," says Mrs. Mariane Favreau, the current president of the journalists' union. "Things have changed."

News coverage, adds Laurier Cloutier, secretary of the union, is clearly better. Paul Desmarais, chairman of the newspaper and of Power Corp., agrees not only that newsmen are happier but that La Presse now covers the news better.

Before, the newsroom had been considered just one sector of the operation, Mr. Lemelin says. "But a journalist, like an actor, has to feel he is the only one in the world. He is part of the team, but he is not on the team." Mr. Sisto says that Mr. Lemelin is the first publisher of La Presse to give the newsroom its due role in the paper. Mr. Sisto adds that he, as news director, has complete autonomy in his department.

One journalist argues that because employees successfully used muscle during the lockout, they went back to La Presse in a position of strength, an important contribution to the current healthy state of affairs, along with the actual provisions of the new collective agreement.

Change in ITU seen

Mr. Beauchamp of the ITU local discusses conditions for production workers in a somewhat similar vein; on the one hand proud of a new flexibility in operations, on the other convinced that the line between worker and management is clearer and that this is good. The ITU, once noted for its resistance to technical change and stubborn adherence to outdated clauses in collective agreements, has changed greatly in recent years, he says. The international union in fact plays an important role in training North American newspaper employees, including some from La Presse, in new techniques. At La Presse, there is much less rigidity in classifications, "Last night, we had proofreaders setting type at La Presse," he says proudly.

On the other hand, Mr. Beauchamp believes a comparatively lackadaisical attitude toward union membership in the shop before the lockout actually led to various inefficient practices and to apple-polishing for certain foremen. With a clearer line of demarcation between union and non-union people, the union men "do a better job for the company now, too."

Some preliminary stages in negotiation (for a new contract) have already begun to take place.

"I am optimistic," Mr. Lemelin says, "I don't intend to be cheap." He believes, as do at least some members of the newsroom staff, that there are important questions still not resolved. One of these is worker participation in management.

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In The First Place . . .

In 1972, The Herald wrote about a Miami man convicted of a crime he swore he didn't commit — and found new evidence to support his claim.

In 1972, The Herald documented pervasive neglect of the mentally retarded in a state hospital at Orlando.

In 1972, The Herald revealed widespread irregularities in the operation of the South Florida office of the Federal Housing Administration.

Now, in 1973:

A new trial has been ordered for the convicted man.

The retarded patients are benefiting from concerned care and better treatment: By-products of major hospital reforms and a special state appropriation of \$1 million. The Herald continues to report on the need for even more to be done.

And there's a new director in the FHA office.

Today's stories in The Miami Herald bring tomorrow's results.

We think that's public service.

So did the judges of this year's news and editorial competition sponsored by the Florida Society of Newspaper Editors and the Florida Press Association who awarded The Herald first, second and third prizes in public service reporting — the first time a paper has won all three.

Responsible reporting is a tradition with The Herald and the recognition that goes with it has become traditional, too. In the past 12 years, The Herald has won 14 public service prizes in the same competition, including eight first places.

Herald readers received award-winning coverage in other areas as well. There were first and third place awards for spot news coverage, first place awards for editorials and color photography and second place awards for depth reporting and effective front page makeup. Here's a roster of The Herald's 1973 winners:

ROB ELDER, first place, public service, for a series of stories on George Curtis, a convicted sniper. Elder's stories, and the new evidence they represented, won a new trial for Curtis.

ROBERT SHAW, second place, public service, for a series on Orlando's Sunland Training Center. His stories led to a \$1 million appropriation by the Florida Legislature.

JIM SAVAGE and **MIKE BAXTER**, third place, public service, for a series on FHA irregularities in South Florida.

AL BURT, first place, editorials, for his response to a high school class which asked why The Herald published news stories from sources critical of U. S. bombing in Southeast Asia.

ALBERT COYA, first place, color photography, for his pictures of the rubble and ruin following the Managua earthquake.

EDNA BUCHANAN, second place, depth reporting, for her three-part analysis of Florida's parole system.

THE HERALD STAFF, first place, spot news coverage for coverage of the New Year's weekend jet crash in the Everglades, and third place for coverage of the Southern Airways hijacking.

THE HERALD'S NEWS DESK, second place, for effective front page makeup for its presentation of the story of the Everglades crash.



ELDER



SHAW



SAVAGE



BAXTER



BURT



COYA



BUCHANAN

The Miami Herald

NEW METHOD GUIDE GUARDS AGAINST FOGGY REPORTS

A new method of setting standards for financial reporting could help guide business editors (and investors) through the maze of gimmicks used by companies to fog up their earnings reports.

The new Financial Accounting Standards Board (FASB), which replaces the much-maligned Accounting Principles Board, is supposed to take the function of standard-setting away from the companies themselves. The result, business editors across the country hope, will be firm guidelines on how to handle such things as capitalizing costs and extraordinary items.

Marshall Armstrong, an Indianapolis accountant, is chairman of the new board. Recently he addressed the Society of American Business Writers in New York.

"Our jobs (journalists and accountants) are basically the same," he told the editors, "to report assets and liabilities, revenues and expenses of business enterprises (although your job involves covering all facets of business activity). Unfortunately, even under what are called 'Generally Accepted Accounting Principles,' these things can be reported in many different ways. This can be done, and is being done every day, without any implication of dishonesty or bad faith. It is happening simply because the 'present state of the art' leaves ample room for honest professional judgment, and in some cases, the acceptability of more than one method of accounting for a particular kind of transaction."

Caution on earnings

Or as one of the editors put it: "It is impossible to write a headline that says 'Earnings Up at Widget Corp.' and be really accurate because true earnings might not be up."

For example, the oil and gas industry does not have a single uniform accounting method. One method—full cost accounting—allows management to defer dry hole costs and associated expenses and amortize them. The other, field cost accounting, insists on immediate deductions of unprofitable ventures from revenues. The former is obviously more popular among smaller firms, while the larger companies prefer the latter, leaving accountants in the middle.

Another gimmick is writing off rent as a business expense, so it will not show as a liability on a balance sheet. TWA, as one example, wrote off \$80 million last year in rental payments that would have reduced profits by more than \$1 per share pretax.

Other vagaries of accounting include increasing capitalization of costs such as research and development and marketing, and use of the extraordinary item. The latter is a particularly nebulous area, for it is often difficult to ascertain whether a loss (or gain) is unforeseen, or a normal business expense.

Hence, the FASB. Armstrong told the business editors that the substitution of "accounting standards" for "accounting principles" was no accident. "Financial reporting and accounting are not grounded in natural laws as are the physical sciences," he reminded them. "They must rest on a set of conventions designed to achieve what are perceived to be the objectives of accounting and reporting."

The major problem with the old APB, it is generally agreed, was in the inherent nature of the board. It was made up of part-time, unpaid members, who took time from their regular jobs to perform a public service. The members were consequently subject to pressures from clients and other sources. The seven members of the new board will not be allowed to have affiliation with any other organization, and will receive substantial salaries in the range of \$75,000-\$100,000. The annual budget is \$3.5 million. The FASB began functioning this spring and according to Armstrong, received enough pledges of financial support to carry it through five years of operation.

Procedure outlined

Armstrong briefly outlined the rules of procedure:

"Advice by the Financial Accounting Standards Advisory Council in establishing the board's agenda and priorities";

"Appointment of task forces to assist in conducting research and evaluating arguments for and implications of alternative solutions to each problem";

"Conducting public hearings, generally with at least 60 days notice. Both written and oral testimony will be taken";

"Preparation of a draft statement of a Financial Accounting Standard";

"Upon affirmative vote by five of seven board members, exposure of draft statement for public scrutiny, generally for at least 60 days, but not less than 30";

"Final deliberation and affirmative vote by five of seven members before issuing Statement of a Financial Accounting Standard."

The procedure is very explicit about its commitment to full and timely disclosure to the public. Public announcements are to be made of "approval of agenda of projects," availability of discussion memoranda and background and other material for

public hearings," "issuance of notices for public hearings," "availability of transcripts for those hearings," and "issuance and availability of Statements of Financial Accounting Standards and Interpretations." In addition, the by-laws enumerate other documents which constitute public record: minutes of board and advisory council meetings, research data, written comments and position papers submitted to the board from outside, and written comments by board members regarding proposed Statements of Financial Accounting Standards.

Theoretically, at least, the policy is one of "open covenants, openly arrived at." However, Armstrong cautions the press that there may be times when the media and board clash. "On the very first day our technical agenda was reported in the press," he recounted, "our switchboard began to light up with inquiries on which way the board is leaning on this or that subject . . . this is precisely the kind of inquiry we do not intend to answer, for the same reason the Supreme Court does not reveal which way justices are leaning until a decision is announced. We are determined to maintain the intellectual independence and objectivity designed into the structure of the FASB."

The board is currently looking into seven major areas of accounting including the subject of leases, accounting for foreign currency translation (an acute problem because of devaluation and floating currencies) accruals of reserves, and treatment of certain costs.

Give board time

The reaction of business editors is optimistic, but circumspect. They are giving the new board time to prove itself, realizing that it faces an almost Herculean task.

"I'm all for it if it will bring us a step closer to full disclosure," states the *Philadelphia Inquirer's* Bill Lyon unequivocally. "Most of the newspapermen I've talked to feel the same way."

Edwin Darby, financial editor of the *Chicago Sun-Times*, echoes similar sentiments. He believes the board may "prevent newspapers from being trapped into reporting on a bankrupt company as if it were a going concern." He thinks, however, there may be additional news space needed to report fully on all qualifications on earnings and revenues. "But it's a good sign," he says.

Too intricate

Dennis Waite, business writer for the *Sun-Times*, feels the new board will not make his job any easier. In fact, he sees the role of the financial writer becoming more complex and steeped in theoretic. He doubts the FASB will forge out a basic theology of accounting. More likely he says, they will attack abuses as they come individually. He foresees more and more qualifications and footnotes, until the time when he must begin asking his paper for time off to attend seminars. "I don't know if the financial press will stand for this," he says, thinking about the time when reporters will have to consult PHD's every time they write a story.

A STEEL SADDLE IS THE BEST THING NEXT TO A STEEL CYLINDER!

See page 36

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The Weekly Editor

By Janet Patel

LIVING THE NOT-SO-EASY LIFE IN A RESORT TOWN

It sounds like the good life . . . publishing a weekly in the posh retirement/resort communities of Ana Maria Island and Longboat Key off the west coast of Florida. Lots of time for golf and sun. Just the kind of job for a retiring newspaperman who wants to keep one hand in the game.

Not on your life, snaps Don Moore, editor and publisher of *The Islander*, a 24-28 page tabloid with a circulation of 5600. Moore believes in the tradition of hard-hitting, small town journalism which delights in taking deadly aim at the follies of local officials, and he calls it the hardest work he's ever done.

The salty tongued editor is not a silver haired, cigar stomping cynic either, but a hot tempered, boyish looking Irishman, who joined the paper at the age of 26 and bought it out three years ago at the age of 30. And Moore prides himself on being one of the thorns which woke up this sleepy little fishing village and brought it into the 20th century.

He is a legend

His kind way of describing the local officials and his blunt language has made him quite legendary among the local population, which includes four separate communities on the two islands—Ana Maria City, Bradenton Beach, Holmes Beach and Longboat Key.

"We have two types of readers," he says. "Those that don't believe it until they see it in the *Islander*, and those who say let's see what that damn silly *Islander* has to say."

Moore describes himself as a total realist, not a sensationalist, although local officials often disagree. One recent headline read, "Island Editor Blasted by Moline—Dishonest Editorials," a charge made by Holmes Beach city councilman Ed Moline over the *Islander's* coverage of the controversial issue of polyurethane foam insulation. The *Islander*, along with other area papers, carried a series of articles outlining the dangers of this flammable material, and lambasted councilmen for approving its use in new construction. In another editorial on this issue, Moore called for the dismissal of the city building official.

Moore just scoffs at charges of distortion.

"I don't have to create news," he explains. "It's a lot easier just letting the politicians make asses out of themselves accusing each other of screwing up the pudding."

Criticizes sheriff

Another recent victim of Moore's editorial wrath was the sheriff of Manatee County. "Sheriff Weitzenfeld Plays Gangbusters at Stumble Inn" read the headline on an editorial protesting the sheriff's handling of incidents at a youth hangout.

The *Islander* hasn't always been so controversial.

It started 22 years ago as the brainchild

of Harry Varley, an eccentric advertising executive who, according to Moore, had nothing better to do but take out his problems on the world on 4-6 pages set letterpress. Because of Varley's connections in advertising, he was able to put out a slick product until retiring in 1959.

At that time the editorship fell to a real estate broker, Steve Kimball. Formerly a stringer for a Hartford, Conn. paper, Kimball took interest in the *Islander* while sitting out the six month waiting period for his broker's license.

Moore, who has been bureau chief for the *Tampa* (Fla.) *Tribune* and a reporter for the *Sarasota* (Fla.) *Herald Tribune* and the *Bradenton* (Fla.) *Herald*, started out by helping Kimball from time to time. When Kimball tired of being reporter, photographer and everything else, Moore found that he was just as tired of being a small cog on a daily press. He hasn't regretted the decision, even though he says it makes his former jobs seem easy.

Moore currently has a staff of 10 to put out the *Islander* and two monthly publications. Since he took over, the paper has expanded from 12 pages to an average of 24 and circulation has doubled in the last 7 years. Because of the resort nature of the area, circulation jumps by about 1,000 in the winter, when the population doubles.

Own press planned

The *Islander* has been printed offset since 1962, and Moore hopes to install his own offset press this summer.

Moore's biggest gripe is against daily newspapermen whose standard joke is "what do you do with the rest of the week," inferring it only takes him one day to put it out.

"Most newsmen have this image of a weekly as being a nice job to retire into," he fumes. He would like to set the record straight.

"We compete against four other local papers," Moore explains, including the *St. Petersburg* (Fla.) *Times* and his old trio of papers in Tampa, Sarasota and Bradenton. By covering Ana Maria Island and Longboat Key exclusively, the *Islander* manages to beat its competition on at least one good story each week, Moore says.

In addition, he refuses to run any canned news or features. He doesn't have to, since the area contains enough political furor to make the UN look placid, according to Moore.

His remark seems out of keeping with the resort look of the area, which only totals about 10 miles long and ½ mile wide, with a population of 15,000 in the winter. The average age is over 50—making it on the surface a rather typical Florida retirement community.

But in the last five years progress has hit Ana Maria Island with a vengeance as people rediscover the west coast, waking up the sleepy villages with a dose of inflation, high rise condominiums and hot tempers.

As Moore explains, Ana Maria Island is part of the Tampa Bay Regional Planning Area, which stretches along the coast from Tampa-St. Petersburg on the north to Sarasota to the south. "It's considered part of the urban sprawl and we're right in the damned heart of it."

The fantastic rate of growth causes an endless parade of crises for city officials to fume and fight over—how to meet the demands on the water system, how to handle zoning to keep a few palm trees in the midst of the concrete—and, of course, how to appease angry homeowners who resent the advance of progress.

Most of the current construction is on Longboat Key, where the housing trend has gone from affluent single homes to affluent apartments. Land that you could hardly give away 25 years ago is now costing \$1,000 per foot.

Most of the land under development, about 27,000 acres, is from the old Ringling Brothers Estate, which was bought in the late 1950's for under \$15 million and is now managed by Arvada Corporation, owned by Penn Central.

Beaches disappearing

The rich originally came to Longboat Key because it was unspoiled and only a two hour flight from New York, Moore notes. The gulf waters are still bright blue, but the beaches are fast disappearing under the bulldozer.

The rich haven't fled yet, however. In fact, Moore's biggest scoop last winter came after a tip that the elusive writer Clifford Irving, indicted for defrauding McGraw Hill into publishing a fabricated biography of multi-millionaire Howard Hughes, was visiting wealthy friends on Longboat Key.

"This was at the height of the scandal. He had just been released from jail before the trial and he evaporated," Moore explains. Moore was able to contact him first, making the *Islander* the first local paper to report his presence. In addition, The *Islander* was the only local paper to get a lengthy interview.

While national interest stories like Irving are rare, Moore has no desire to give up his small empire for bigtime journalism. As he explains, few other editors can step out the door and pick a coconut or enjoy resort life year round.

* * *

Western Press, Inc., one of Cleveland's largest commercial printing companies founded in 1953, has been purchased by Lee F. Coven, who for the past five years has been President and General Manager of the company.

Coven has acquired all of the common and preferred stock in Western Press owned by Edward D. Hill, Bernard E. Rand and Printing Company of America. Western Press Inc. purchased certain equipment which had been previously leased by Hill, Rand and Printco.

ComCorp, Cleveland based publishers of several suburban weekly newspapers and one of the major customers of Western, has entered into an agreement to help Coven acquire the company's stock. ComCorp is lending Western Press \$40,000 and guaranteeing certain loans and notes in the amount of \$240,000 owned by West-

(Continued on page 28)

There is no such thing as a xerox.

You can't make a xerox. You can't go to the xerox.
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Spell it right. But please use it right, too.

XEROX

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MICHAEL



BENJAMIN

KENNETH MICHAEL, state editor of the *Orlando* (Fla.) *Sentinel Star*—was appointed assistant managing editor in charge of news gathering operations; LARRY BENJAMIN, assistant metro editor, succeeds Michael as state editor; CHARLES GUTHRIE, assistant metro editor, was named day metro editor, and JACK SNYDER, metro editor, was named night metro editor in charge of the morning local news cycle.

* * *

EVELYN ROOT, shopping editor of the *Vancouver* (B.C.) *Sun*—named by the government of Canada as a member of the food prices review board for Canada.

* * *

WALTER MCCOY, circulation sales manager of the *Bridgeton* (N.J.) *News*—named circulation director of the *Hamilton* (Ohio) *Journal-News*.

* * *

JOHN J. CONWAY, appointed New Britain, Conn. bureau chief for the *Hartford Courant*, succeeding GERALD E. MCCOURT, retired.



A Report on MEDIA RECORDS REPORTS

We announced in March that we hoped to be caught up on our monthly reports to subscribers by summer. We will make it. May reports are going out now. June reports will start the week of July 16th.

The Blue Book for the First Quarter of 1973, with DOLLAR EXPENDITURES BY BRAND, was delivered as promised in June. The Second Quarter will be distributed in August.

In reply to a trade press editorial, the Newspaper Brand Expenditure Report for 1972, covering 6,000 brands, was announced to the trade on June 1st and distributed as scheduled on June 15th. This report covers two thirds of all U. S. newspaper lineage. This contrasts well with broadcast media expenditure data which are based on much smaller samples. Projected figures for Leading National Advertisers and by industrial classifications will be released through the Newspaper Advertising Bureau in the coming weeks.

We will soon be announcing additional services and more extended coverage. But, it has been a case of first things first while we got caught up. Now we will be reaching out.

news people

WILLIAM ORTMAN, former circulation director for the *Oakland* (Calif.) *Tribune* and the *Manchester* (N.H.) *Union Leader*—named general manager by the board of directors of the California Newspaper-boy Foundation.

* * *

DR. GENE BUDIG, formerly associated with the *Lincoln* (Neb.) *Journal* as an outstate news reporter as well as operating the outstate Nebraska Bureau for the *Lincoln Journal*, the *Lincoln Star*, and the *Sunday Journal-Star*—appointed president of Illinois State University.

* * *

WILLIAM H. HEATH, chief of the Lima, Peru AP bureau, was named chief of the Caracas, Venezuela bureau, succeeding JOHN F. WEYLAND, who is returning to the United States as New York State regional membership executive at Albany. The staff changes will become effective in August.

* * *

BOB CHAMBERS, publisher of the *Athens* (Ga.) *Banner-Herald and Daily News*—elected president of the Georgia AP Association; BILL FRIENDS, vicepresident of the *Atlanta Journal-Constitution*—elected vicepresident.

* * *

MICHAEL T. COAKLEY, reporter in the Washington bureau of *Chicago Today*, named political editor of the newspaper, succeeding JOEL WEISMAN, resigned; GREGG W. RAMSHAW, an investigative and political reporter for *Today*, succeeds Coakley in Washington.

GERARD M. O'NEILL, head of the *Boston Globe's* Pulitzer Prize-winning Spotlight Team, is the first recipient of the Outstanding Alumni Award of the Stonehill College Alumni Association, Easton, Mass.

* * *

JOHN C. HILLERY, photo editor and photographer at the *Decatur* (Ill.) *Herald & Review*—leaves to freelance as a photo-journalist.

* * *

RICHARD WESLEY, vicepresident and executive editor of the *Bluefield* (W.Va.) *Daily Telegraph*—elected president of the West Virginia AP Association, succeeding HARRY HAMM, editor of the *Wheeling* (W.Va.) *News-Register* and editor-in-chief of the *Ogden Newspapers*.

* * *

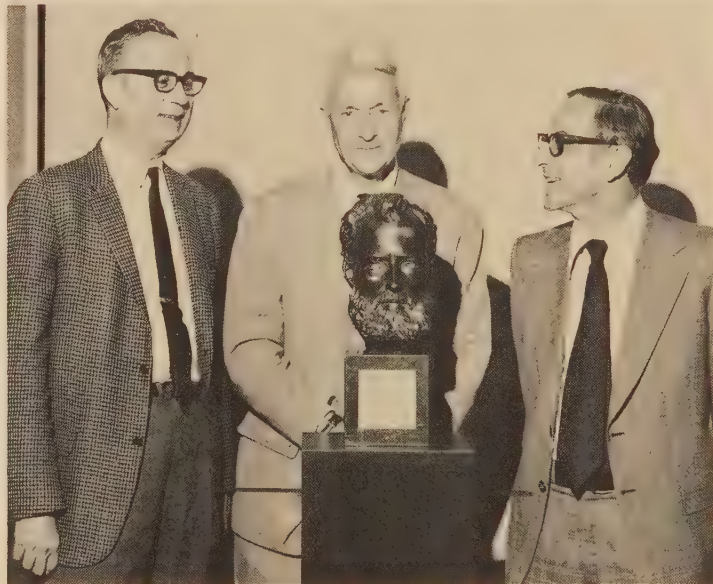
MICHAEL R. FANCHER, a reporter specializing in environmental affairs—named an assistant city editor of the *Kansas City* (Mo.) *Star*; ANDREW C. MILLER, education writer—named education editor of the *Star*, succeeding PATRICIA JANSEN DOYLE, who was appointed program director of KCPT-tv, public broadcasting/educational station in Kansas City.

* * *

DON NORKETT, staff member of the *Jamaica* (N.Y.) *Long Island Press*, was elected president of the Press Photographers Association of Long Island, Inc., for 1973.

* * *

PONTO DOWNING, assistant sports editor of the *Jackson* (Miss.) *Clarion-Ledger*—named sports editor.



BUST PRESENTED TO ANPA—Stanford Smith, left, president and general manager of the American Newspaper Publishers Association and Davis Taylor, center, publisher of the *Boston Globe* and chairman of ANPA, accept a bust of Ottmar Mergenthaler, inventor of the Linotype machine, from James Sauer, right, president of the Mergenthaler Linotype Company. The bust will be placed in ANPA headquarters in Reston, Va. Mergenthaler invented the Linotype machine which revolutionized the newspaper business in 1886, one year before the establishment of ANPA.

in the news

WILLIAM T. NOBLITT, managing editor of the *Asheboro* (N.C.) *Courier-Tribune*—was named head of the Raleigh bureau of the North Carolina Association of Afternoon Dailies, effective July 16, succeeding BRYAN HAISLIP—resigned.

* * *

FLOYD CARL, JR., city editor of the *Fayetteville* (Ark.) *Northwest Arkansas Times*, was promoted to managing editor, succeeding TED R. WYLIE, who retired after 30 years as editor of the *Times*.

* * *



MILLER



STINE

RONALD A. MILLER, retail advertising managing at the *Akron* (Ohio) *Beacon-Journal*—named advertising director at the *Corpus Christi* (Tex.) *Caller-Times*, succeeding WILLIAM G. THOMAS—retired.

* * *

CHARLES W. STINE, copy editor at the *Jacksonville* (Fla.) *Times-Union* was named to the position of managing editor of the *Winter Haven* (Fla.) *Daily and Sunday News-Chief*, succeeding SAMUEL J. TILDEN, JR., who moves to Cody, Wyoming to operate the Castle Rock Ranch.

* * *

ARTHUR H. WEISS was appointed associate editor of the *Chicago Near North News*, and SALLY WHITE was named women's editor.

* * *

RICHARD LUZADDER, publisher of the *Kissimmee* (Fla.) *Osceola County Shopper*—elected president, 1973-74 of the National Association of Advertising Publishers, Chicago, Ill.

* * *

BOB KURLAND, sports writer for the *Bergen County* (N.J.) *Record*, was voted first prize in the sports feature-column contest for 1972 by the New Jersey Press Association. Kurland was recently elected vicepresident of the New York Chapter of the Professional Football Writers Association of America.

CALVIN ENGH, education writer and general assignments reporter for the *Lakeland* (Fla.) *Ledger*—promoted to city editor; RICHARD LAMANSKI, sports writer—promoted to assistant sports editor; PETER FIERO, reporter—named assistant city editor.

* * *

ROBERT W. KEIM, assistant advertising director of the *Cincinnati Post and Times-Star*—named advertising director, succeeding VIRGIL A. SEGALE, who retired after 40 years in newspaper advertising, 29 of them with the *Post*.

* * *

GARY D. WARNER, a member of the *Kansas City* (Mo.) *Star* sports staff—named outdoor editor, succeeding RAY HEADY who retired after a 30-year career at the *Star*.

* * *

ROBERT M. COSTELLO, staff writer for the *Scranton* (Pa.) *Times*—named news assistant in the office of Pa. Governor Milton J. Shapp.

* * *

JAMES W. MCCULLA, political reporter for the *Milwaukee Journal*—named press secretary to Sen. Gaylord Nelson (D-Wis.), effective July 16; he succeeds CHARLES CONCONI—resigned.

* * *

A. E. (AL) ROSENE, national production director for Ridder Publications, Inc., has joined NAPP Systems (USA) Inc., San Diego, Calif., as a customer production consultant.

* * *

LARRY CONOVER, assistant classified advertising manager of the *Cincinnati Post and Times-Star*—promoted to classified advertising manager succeeding ROBERT PHILLIPS—resigned; PAUL CAHILL, an automotive advertising salesman in the retail advertising department, succeeds Conover as assistant classified advertising manager; GREG PTACIN, sales-promotion manager for the *Peoria* (Ill.) *Journal-Star* was named promotion director in the *Post and Times-Star*'s promotion and research office.

* * *

DAVID S. LEGASSE, onetime advertising account executive for the *Keene* (N.H.) *Evening Sentinel*, and the Day Publishing Company of New London, Conn., has opened Legasse Associates, Walpole, N.H., New Hampshire's newest advertising agency.

FOY EVANS, publisher of the *Warner Robins* (Ga.) *Daily Sun*, was elected president of the Georgia Press Association, succeeding ALBERT S. JENKINS, publisher of the *Baxley* (Ga.) *News-Banner*.

* * *

GERALD S. WROE, New York sales manager for *Family Weekly*—appointed eastern sales manager; ROBERT D. GLICK, account manager of the New York sales office—appointed associate eastern sales manager; DAVID W. BRUMBAUGH, JR., former staff member of *Family Health* magazine, and R. SAMUEL SCHOENLY, publisher of *Gusto* magazine, were appointed account managers in the New York sales office.

* * *

JOSEPH R. REPERT, onetime managing editor of the *Murphysboro* (Ill.) *Current*—was appointed director of the office of communications, Federal Home Loan Bank Board, Washington, D.C.

* * *

WILLIAM WINNETT, executive vicepresident of Northwest Sportsman, Vancouver, B.C., was appointed assistant to the publisher of the *Vancouver Sun*.

* * *



WALKER



TRUMBULL

VINCENT P. WALKER, formerly associated with Million Market Newspapers, Inc., Detroit, was appointed manager of the Detroit office for the *Chicago Tribune* and *Chicago Today*.

* * *

GEORGE T. TRUMBULL, JR., former assistant press secretary and administrative assistant to Michigan governor George Romney—named director of market research and public relations for Panax Corporation, East Lansing, Mich., newspaper publishing and printing company; Trumbull succeeds HARRY BUCKEL who was promoted and transferred as general manager of the Detroit Area Weekly Newspapers.

M.E. appointed

Jack Pease, who has been assistant to the Sunday editor of the *Louisville* (Ky.) *Courier-Journal*; assistant to the managing editor of the *Louisville Times* and national and international news editor of the *Times*, was appointed managing editor of the *Albany* (N.Y.) *Knickerbocker News-Union Star*.

Pease, 38, was executive news editor at the *Miami News* prior to joining the staff of the *Louisville* newspapers.

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Book review

By Bruce Catton

William W. Lutz, feature editor of the *Detroit News*, "The News of Detroit: How a Newspaper and a City Grew Together." Little, Brown and Company, Boston-Toronto. Cloth cover, \$6.95.

One day just 100 years ago a 38-year-old sobersides named James E. Scripps put together all of the money he owned or could borrow, found that it came to \$30,000, and used it to start a new daily newspaper, which he hoped might be both profitable and long of life. It was slow going for a while. He used to carry the day's receipts home each night in a little box, carefully counting them with worried glances before and after, and he found that he was losing \$50 a day; so he dug in for the long pull. In the end he had his wish. His paper, first named the *Evening News*, became *The Detroit News*, and it has celebrated its 100th birthday in very robust shape; is in fact the largest evening newspaper in the United States.

How all of this happened is told by William W. Lutz in a surprisingly readable book, just published, called "The News of Detroit." I say "surprisingly" because for some odd reason books about newspapers usually are pretty dull. For my sins I have to read a good many of them, and mostly they manage to make one of the most stimulating callings on earth sound monotonous. They tend to be puffs, not histories, and the reader begins to suspect that if he could see the original typescript he would find, scrawled in the upper right-hand corner, those deadly words *business office must*.

Lets story tell itself

Mr. Lutz like a good newspaperman gets out of the way and lets his story tell itself. He does this so effectively that in the end it becomes a book, not about Jim Scripps and not really about *The News*, but about Detroit, which of all the cities in America may be the one most entitled to a full dress biography. For Detroit more than any other city epitomizes not merely this country but this epoch. Here is where human society began to operate under forced draft. What we have been doing to and with ourselves is more clearly to be seen in Detroit than anywhere else. Where we are going to wind up is not really clear anywhere, but Detroit is the place to watch. It is a symptom, a cause and a result, and although studying it may not tell you where we are going it will at least indicate how we are likely to get there, and how fast. Scary, no doubt, but exciting.

Jim Scripps picked a good time to start a new daily. The day of the mass circulation newspaper was about to dawn, but in 1873 hardly anyone had realized it. A recent student of such matters has found that at the time of Abraham Lincoln's election, 1860, the circulation of the average American daily was under 4,000. It had risen somewhat by the time Scripps set up shop, but it had not risen very far;

indeed, at that time the typical American newspaper was the weekly. Detroit in 1873 contained 80,000 people, and a good third of them read no paper at all. The standard price for a daily was 5 cents a copy, and as Mr. Lutz points out this came to \$13 a year, which was more money than the average wage earner cared to spend.

Scripps had the wit to see that this average man would happily buy a newspaper if it were cheap and interesting, and *The News* undertook to cultivate this market. In his first day's editorial, Scripps wrote that "there should be papers in which only such things are published as are of interest to the great mass of their readers." In other words, a newspaper need not be the organ of a political party; let it aim at the mass market, and if it gets on the target it will prosper.

All of this, aptly enough, was happening in Detroit, which of all cities on earth became the one most totally dedicated to cultivation of the mass market. Using Detroit as a pivot, modern industry performed a 180-degree turn during the first century of this newspaper's existence. Publish only such things—make only such things—as are of interest to the great mass of us: that seems to be all the law and all the prophets nowadays, and whatever may come of it all we are at least on the move. Since we can't turn around we can only go straight on through and hope for the best.

Many injustices

A newspaper which tries to speak to all of the people must now and then try to speak for them as well, and here the going sometimes gets a bit sticky, especially nowadays. A century ago, however, things were fairly simple. A great many injustices were being committed against the people, it was easy enough to draw them to the people's attention, and then a good editor would set out to end the abuses with good effect both on his conscience and on his circulation statement. It was once said either by or about William Randolph Hearst that he saw journalism in those early days as an enchanted garden in which an editor went out and slew dragons and giants purely for the fun of it. More responsible men doubtless had a better motivation, but in any case they did have fun: life had its problems at times but there was never a dull moment. The giants and the dragons were real enough and they badly needed slaying. A good editor never lacked targets.

In this respect the story of *The News* is much like the story of many other successful newspapers. It fought against the grafters in and around city hall—was there ever a metropolitan newspaper that did not at one time or another go after corruption in the city government?—and it fought for an end to graft in the granting of public utility franchises, demanded a public transportation system responsive to the needs of the ordinary citizen (here

is a fight that will have to be fought all over again, one of these days) and put on crusades to keep the cops reasonably honest and efficient. It was all very exciting, and useful too, and you could find much the same story in every large American city.

But things just do not stay put, in this country—least of all in Detroit. Today's cities, and the newspapers that serve them, have problems every bit as grave as the problems of the old days—some of them, indeed, are several times as grave—but the point is that they are problems of an entirely new sort. No longer is it enough to chase the rascals out. What we have to do now is learn how to control the mechanical powers that are transforming every aspect of our lives, and that obviously is going to take some doing. By immense effort we set those powers in motion and they seem to have gone out of control; furthermore, they have effects nobody ever imagined when the process began.

The men at *The News* could not see around a corner any better than anyone else could, and they scored a clean miss on the first installment of one of the great stories of the century. One day in 1896 Henry Ford, who had been tinkering, took his first automobile out for a drive on the streets of Detroit, and *The News* ignored the story entirely; there was a big bike show and rally at Belle Isle, and that got all the attention. Three years later *The News* did a little round-up story on the various Detroiters who were trying to make something of the horseless carriage, and Ford did get mentioned this time—but they got his name wrong, listing him as John Ford. The day soon came when no editor dreamed of ignoring a scrap of news about the automobile, and Henry Ford became one of the most famous men alive—especially after 1914, when he set a \$5-a-day minimum pay scale for his workers.

Giant labor group

That progression took no more than 15 years, and it was a sign that something prodigious had happened—not just to Detroit and not just to the automobile industry, but to people everywhere and to the industrial society by which they live. The giant corporation unintentionally but inevitably brought forth the giant labor organization, and the reporters who wrote fine stories about Detroit's great captains of industry found themselves covering the sit-down strikes which forced the captains to come to terms with the privates. *The News*, incidentally, proved admirably adaptable; in the great 1937 sit-down at General Motors it bought a news story from one of the sit-down strikers, liked it, extracted the man from the struck plant, turned him into a regular reporter, and lived happily with him ever after. A few years later Harry Bennett departed from Ford, and it was obvious that the mightiest industrialists in history had to share their power with the men who worked for them.

This would have looked like revolution in Jim Scripps' day, and in fact there has been a revolution, which still continues, the scope of it more visible in Detroit

(Continued on page 33)

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Weekly editor

(Continued from page 22)

ern Press to Hill, Printing Company of America and a Cleveland bank.

Rand was a former owner, director and officer of ComCorp. He sold his interest in this company last year.

According to David Skylar, President of ComCorp, the company entered into this agreement with Coven because "Western Press, although it is in severe financial difficulty, has favorable contract sources of newsprint and excellent facilities and is the most conveniently located union contract printer for ComCorp's purposes."

* * *

Observer Newspapers, Inc., Michigan's largest twice-weekly newspaper group and publisher of five bi-weeklies and two weeklies in the metropolitan Detroit area, has upgraded its typesetting production facilities with the installation of two Star Graphic Systems CompStar 191 phototypesetting machines with built-in, completely programmable, 8K computers.

The 191s replace a Photon 713 and 560 phototypesetting configuration. They interface with an overall production system, including a Photon 532 phototypesetting machine, PDP-8E computer, and both keyboard and OCR input systems. In addition, there are two Mohrtex VDT editing devices.

* * *

Harford Press, Inc., publisher of the *Harford* (Md.) *Democrat*, also has installed a new CompStar 191 phototypesetting machine. The *Democrat* is an 11,000 circulation weekly with a special 23,000 circulation section for military bases near Aberdeen, Md.

The 191 interfaces with an IBM MT/ST strike-on system, a CG7200 headliner, and a Comet and Model 31 Linotype.

* * *

The Spinal Column, a 31,000 circulation weekly in West Oakland County, Mich., has begun publication of the *Lakeland Tribune*, to increase coverage of the greater Waterford area.

The *Tribune* is separate from a previous *Lakeland Tribune* which operated in the area for 25 years. That paper went out of business and the former owners abandoned the name.

* * *

The Journal, a weekly community newspaper serving the Northern Virginia suburbs, has begun publication of a new edition to serve the Bethesda, Chevy Chase

and Potomac areas of Montgomery County, Maryland.

This move is a major step in the newspaper's expansion program. Since December, 1971, when the *Journal* was purchased by *Army Times* Publishing Company it has grown to include three separate editions in Fairfax County, Arlington County and Alexandria. Circulation has grown from 4200 to more than 30,000 during an 18 month period.

The Montgomery County edition of the *Journal* marks the first move outside of Virginia and is an important step in the development of a suburban newspaper that will eventually circle the city of Washington with various editions. Plans now call for subsequent editions to cover the remaining Montgomery County and Prince Georges County communities bordering Washington.

* * *

The *Olathe* (Col.) *Criterion* ended publication in June after circulation had dipped to 350. Publisher Damon A. Hubbard announced the *Criterion's* death in its last edition citing reader indifference and economic conditions in the 1000 population town.

Hubbard, owner of two other western Colorado weeklies, bought the paper in 1971. He said he was \$7000 in the red when he closed the doors.

* * *

Fire destroyed one of British Columbia's oldest weekly newspapers, the *Kootenay Miner* at Rossland, B.C. The plant of the *Miner's* printer was also gutted. Damage was estimated at \$100,000.

The newspaper was first published as the *Rossland Miner* in 1896 and the newspaper's earliest editions are housed in Selkirk College at Castlegar. But a great number of later editions were lost in the fire.

Former publisher Joe Remesz said "columns we had dating back 20, 30, 50, 70 years were destroyed in the fire. None of the burned stories was on microfilm, so they're gone forever."

The *Miner* did not miss any editions because of the fire.

* * *

Cervi's Journal, an independent business newspaper out of Denver, Col., returned to weekly status with its July 11 issue. *Cervi's* had been publishing twice weekly for two years.

Cervi's had recently been sold by Cle Cervi Symons to Daniel F. Lynch and Bruce D. MacIntosh. Cle Symons is the daughter of the paper's founder, the late Gene Cervi.

* * *

Weekly sales

The *Johnstown* (Pa.) *Observer*, has been sold to Mid-State News by publisher Betty Marky. James McNulty of Patton, Pa. is president of Mid-State News. Mrs. Marky will continue to write for the paper under the new ownership.

* * *

Judson Publishers, publishers of the *North Judson* (Ind.) *News*, has been sold to Arnold Minix and sons, Ishmael and Michael. The company name has been

changed to North Judson Publishers and the newspaper name will be changed to the *Kankakee Valley Times*.

* * *

Clifton Camp, Jr., former vicepresident and secretary treasurer of the Times Publishing Company (the *St. Petersburg* (Fla.) *Times* and *Evening Independent*) has purchased Sumter Publications. Sumter publishes the rural Florida weeklies, the *Bushnell Sumter County Times*, the *Wildwood Herald Express* and the *Times-Herald Guide*.

* * *

The *Kenedy* (Tex.) *Times* has been sold to Mr. and Mrs. Arthur White, publishers of the *Goliad* (Tex.) *Advance-Guard*. The *Times* had been published by Sam W. Burns of Harlingen, Tex.

* * *

George A. Peterson has purchased the *Sherman County* (Neb.) *Times* from Gerald and Janice Bower. Peterson is a former editor and news manager of the *Wymore Arbor State*.

* * *

The Donrey Media Group has purchased the *Carmel* (Cal.) *Pine Cone* and the *Carmel* (Cal.) *Outlook*. The two weeklies have a combined circulation of 6780.

* * *

Courtland Communications, a Cleveland based multi-media chain, has acquired the *Orange County* (N. Y.) *Free Press* from Bruce KcKinney Associates of Highland, New York.

* * *

T. Jay Brumbley has acquired the *Greenbrier* (W. Va.) *Independent* from J. Bright Hern. Brumbley is the former business manager of Beach Publishing Corporation, publishers of the *Virginia Beach* (Va.) *Sun*. Hern was publisher of the *Independent* for over 50 years.

* * *

Cincinnati Suburban Newspapers has acquired the Review Publishing Co. of Lockland, Ohio, publishers of the *Mill-creek Valley News*. The 87-year old newspaper was sold by Albert J. Corsmeier, Robert Elfers and Ronald Schehr.

* * *

The *Port Lavaca* (Tex.) *Wave* and *Calkoun County* (Tex.) *Times* have been sold to a new corporation, Wave Publishing Co., Inc., whose stockholders are John M. Roberts, James P. McHaney, John H. Alkek, Jr., and Morris Roberts, all of Victoria, Texas.

John M. Roberts, president of the new corporation is the son of Morris Roberts, President and Publisher of the *Victoria* (Tex.) *Advocate*.

The newspapers were purchased from Craco, Inc., whose president is Craig Woodson of Brownwood, Texas. The Woodson family owned the newspapers since 1960.

* * *

The merger of the *Hubbard* (Ia.) *Review* and the *Radcliffe* (Ia.) *Signal* was announced June 30. The publication will be known as the *South Hardin Signal-Review*. The change is the result of a partnership formed by Joe and Bonnie Long, newspaper publishers in State Center, Melbourne and Hubbard, Iowa, with Charles Mellows of Nevada, Ia., who recently bought the *Radcliffe* newspaper.

A STEEL SADDLE IS THE BEST THING NEXT TO A STEEL CYLINDER!

See page 36

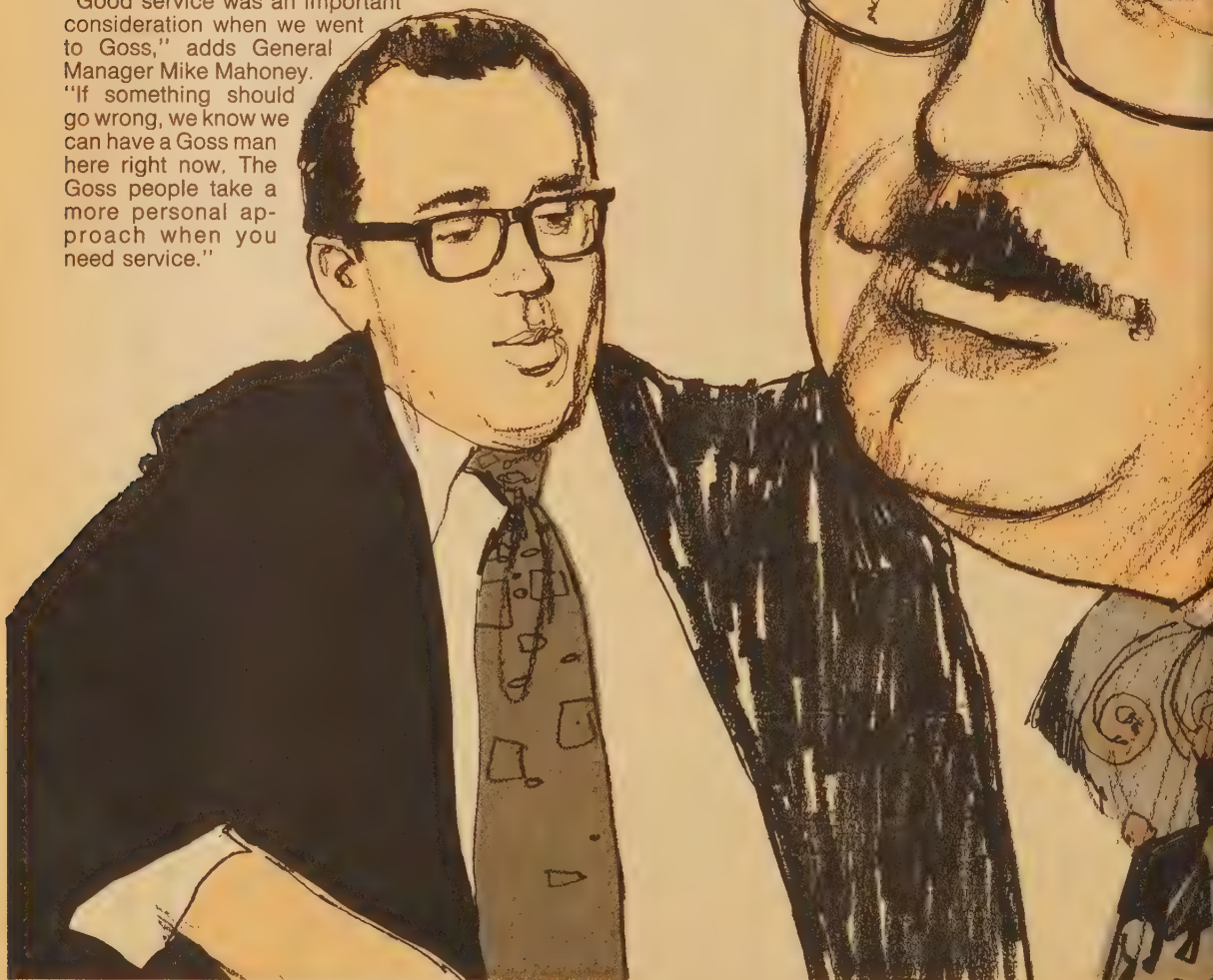
"Since we installed our Goss Community, advertisers are placing larger ads, and using more color. Our commercial printing jobs are up, too.

—Lew Warren
Publisher
Oelwein Daily Register
Oelwein, Iowa

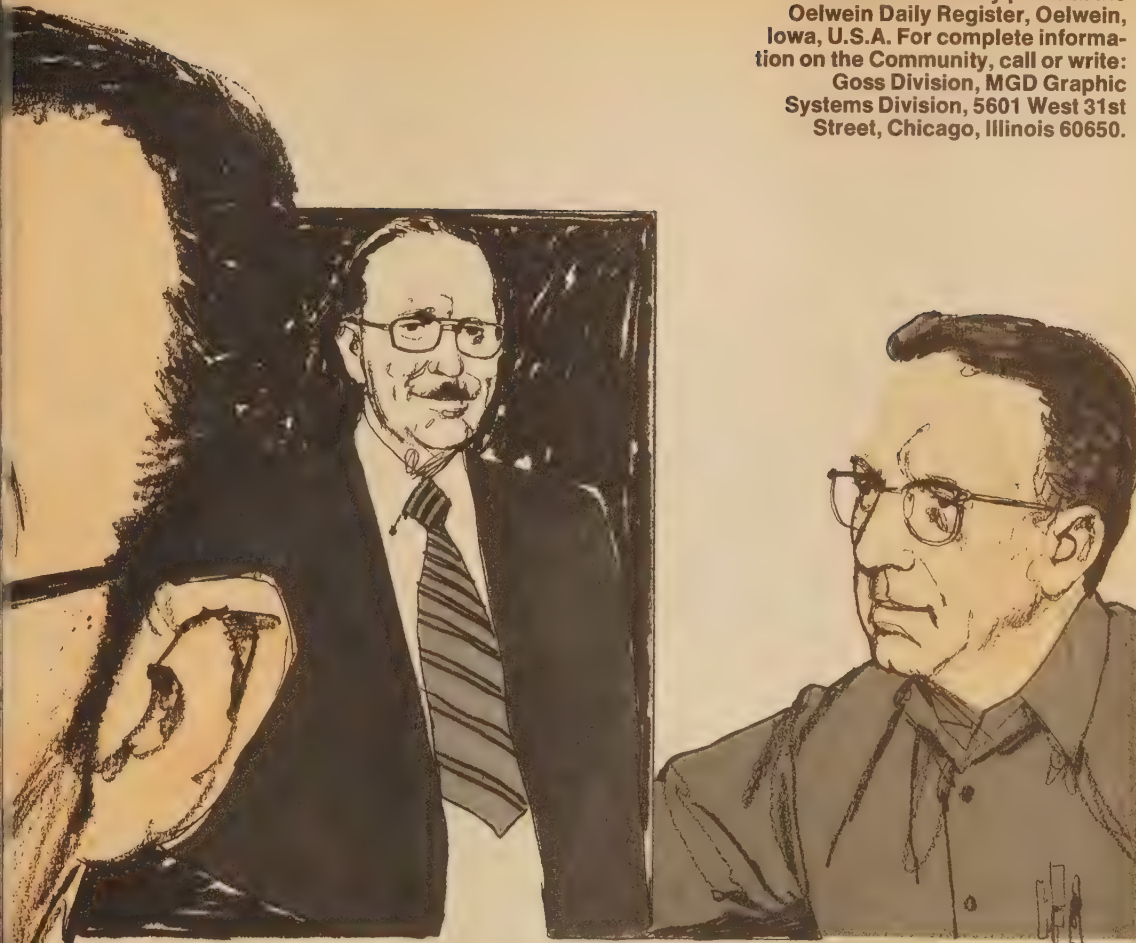
"We take pride in the Register and wanted a better product," states Lew Warren, publisher of Iowa's largest small town daily. "We naturally turned to Goss (we've been using Goss presses since 1900). Our Goss Community offset reproduces beautifully. We have excellent editorial and advertising color, 4-color and 2-color—a real competitive edge. Our advertisers like how their ads look. And our circulation's improving. We couldn't have done it all without our Community."

"Good service was an important consideration when we went to Goss," adds General Manager Mike Mahoney.

"If something should go wrong, we know we can have a Goss man here right now. The Goss people take a more personal approach when you need service."



This advertisement was printed on the Goss Community press at the Oelwein Daily Register, Oelwein, Iowa, U.S.A. For complete information on the Community, call or write: Goss Division, MGD Graphic Systems Division, 5601 West 31st Street, Chicago, Illinois 60650.



"Our Goss Community is easy to work and get at," says Bob McCarty, Mechanical Superintendent. "The training by Goss personnel was great, too—they stayed with us right up to the initial press run. And we can call day or night and have parts here in a matter of hours."

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- Guards for O.S.H.A. compliance
- Speed increased for presses with Suburban folder



MGD Graphic Systems Division
Rockwell International

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Book review

(Continued from page 26)

han in most places. But it is not in the east a revolution of the traditional kind, complete with barricades and streaming banners. It is a revolution which has come about, not because factory owners have to share their power, but because the power itself is so prodigious that its mere existence turns the world upside down. We have finally seized the ability to make or to do anything we can possibly dream of making or doing, provided that the obstacles are purely physical. What we can do we must do, we will do, and the fact that this involves a fairly complete remaking of human society is what constitutes the revolution.

All of which, as you might suppose, became clearly visible in Detroit—in 1943 and again in 1967, when the city was torn by terrible race riots. And these tragic events came, fundamentally, because infinite ingenuity guiding a giant's strength had had undertaken the conquest of nature without giving any effective thought to the salvation of human beings. There is, or can be, more than enough of everything to go around; it is perfectly possible nowadays to provide every living mortal with all he can possibly want; and the catch is that everybody knows it. No one will ever again be content to live in a ghetto.

New giants to slay

So an editor nowadays has an entirely new set of giants and dragons to slay, and none of them can be slain just for the fun of it. Today's revolution will not quiet down until the have-nots get all they need—not merely of automobiles, power mowers, hair dryers and trips to the seashore, but also of human understanding, sympathy, a share in the control of their own destiny, a feeling of full membership in the human society. These things cannot come off of any production line. They cannot come at all until we realize that production lines exist to serve people, and not the other way around.

That is what lies ahead of us—to provide a spiritual and emotional balance to what we have been trying to operate as a purely mechanical society. There will be no better place to see how this problem is being met than Detroit. The News ought to have an extremely interesting second century.

Bruce Catton is a former reporter for the *Cleveland News and Plain Dealer*, and *Boston American*, and columnist for Newspaper Enterprise Association. He is best known as a military historian and author of the trilogy, "Centennial History of the Civil War," and other stories of the Civil War.

Penetration error

An article concerning distribution of weekday advertising supplements by Donald B. Towles, circulation director of the *Courier-Journal and Louisville (Ky.) Times* (E&P, June 30), read that unduplicated penetration amounts of 82,000. This should have read that unduplicated penetration amounts to 82 percent.

EDITOR & PUBLISHER for July 14, 1973

Detroit News goes to Saturday morning

The Detroit News began on July 7 publishing its Saturday editions in the morning instead of in the afternoon. Home delivery time was set for 8:30 a.m.

In announcing the change, Peter B. Clark, president and publisher, said it reflects weekend and leisure time reading habits. He pointed out that carriers will have their routes completed early on Saturdays, allowing them for time to enjoy the weekend.

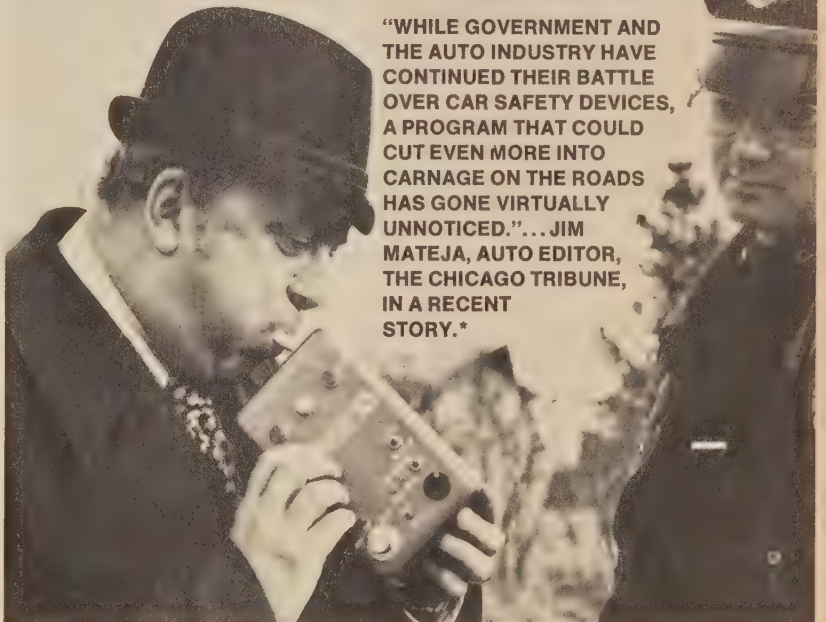
The News planned to expand its financial material in Saturday editions, including special tabulations on stock markets.

Ad council elects

Westinghouse Electric Corporation president Donald H. McGannon has been reelected chairman of the board of the Advertising Council. Three vice-chairmen were also named: Samuel Thurm, Lever Brothers Company chairman was elected to the board representing advertisers; *Newsweek* president Gibson McCabe representing media; and Campbell-Ewald chairman Thomas Adams representing advertising agencies.

John H. Crichton, American Association of Advertising Agencies president, was reelected secretary of the board, while Peter Allport, Association of National Advertisers president, was reelected treasurer.

Tester Tabs Drunk Drivers



"WHILE GOVERNMENT AND THE AUTO INDUSTRY HAVE CONTINUED THEIR BATTLE OVER CAR SAFETY DEVICES, A PROGRAM THAT COULD CUT EVEN MORE INTO CARNAGE ON THE ROADS HAS GONE VIRTUALLY UNNOTICED."...JIM MATEJA, AUTO EDITOR, THE CHICAGO TRIBUNE, IN A RECENT STORY.*

This twofold national program is being conducted through a unique government-private industry partnership involving field testing and a public information program by the U.S. Department of Transportation (DOT) and the Kemper Group as a public service.

Roadside breath testers now being field tested in Nassau County, New York, and Hennepin County, Minnesota, could drastically reduce America's annual highway toll of 28,000 deaths, hundreds of thousands of injuries and property losses in the millions caused by drunken drivers. Once successful field testing has been completed, testers may become as common as radar.

Currently, however, only nine states have laws which permit the use of the new devices (South Dakota, North Dakota, Vermont, Maine, New York, Indiana, Nebraska, Minnesota and Virginia).

This crucial new highway safety program is just being introduced to state legislators, law enforcement officials as well as the general public. The primary source document on roadside breath testing, "The Roadside Breath Tester Could Save Countless Lives Every Year," has just been published for DOT by Kemper.

For the booklet, model legislation, press materials or further information, write or call:

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Kemper Group
Long Grove, Illinois 60049
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MINNEAPOLIS TRIBUNE EXPERIMENTS WITH COPY EDITING

What started out to be a conversation about copydesk configuration developed into a discussion about the manner in which heads are written for sports stories and even the necessity for newly-honed writing and editing tools in the sports reporting business.

The reporter was talking to Dick Reid, assistant managing editor of the *Minneapolis Tribune*, about change in the news room from three copydesks to two.

The Tribune has had separately a wire desk, local desk and sports desk. Now the arrangement is a wire (national and international news) and sports copydesk. The second desk is for editing of local news. Each desk has its own slotman.

The shift is working well. More manpower is brought to bear on general news during news peak (edition) times, bulwarked by the addition of a second slotman.

The sports news desk isn't being bypassed at the Tribune. The sports news editor still checks copy, then sends it to the combined wire and sports copydesk.

Reid emphasizes that the Tribune abandoned the old rim (universal) copydesk in favor of providing each copy editor with a desk of his own. This provided more room to work, spread out newspapers, drawer space for pencils, paper, etc. This change was made when the newsroom was moved into an addition to the Minneapolis dailies.

Considered good move

The important outcome has been that there are more copy editors with sports expertise than ever before and this, says Reid, is good for the paper.

For one thing, sports jargon was becoming somewhat incomprehensible. Copy editors who previously had handled everything except sports news now get to swing into matters concerning football, baseball and all the other spectator and participant sports and hobbies that border on sports activities.

The general news copydesk man has become knowledgeable about free agents, salary contracts, players' representatives—team men and counselors, generally lawyers—and the whole new spectrum of business intricacies connected with many games and personnel.

Reid believes that this knowledge and the manner in which sports copy is handled has attracted an entire new set of sports pages readers—especially the young—who had been muddling around with old and new sports language and finding many mysterious terms impossible to fathom.

Continuance of this procedure is likely to lure many more readers to the sports pages, maybe even more women. At least Reid considers the system to be a new open door to neophyte readers in the realm of athletics—and copy editors, too.

This is especially noticeable when the tangled business aspects of the sports world are neatly unraveled by a deskman

who peruses copy and writes an informative and understandable head.

When it comes to changes in rules of any game, such as the advent this season in the American League of a "designated hitter," Reid believes it is not sufficient to explain the change at the outset of the season and let it go at that.

For the uninitiated, the rule should be printed in detail several times, especially at the start of the baseball season, and at various times in the writing of the game story. This should be done especially to win the interest of new, young sports page readers and adults who aren't game oriented.

Other pluses

There are other pluses in the two-copydesk system. Sports copy readers get to edit news other than what had been crossing their desks, thus giving these men and women a more complete look into the fields of business and national and international news. This could be especially helpful when the copy editor is reading a story on involved business matters concerning the winter or summer Olympics games, foreign sports car racing or tennis and golf tournaments on foreign soil.

Reid emphasizes that the new copydesk arrangement is not the acme of efficiency so far as editorial executive thinking is concerned. It could undergo physical changes, but the concept of a copy editing mix has proved valuable and rewarding.

Many House committee sessions still closed

Most House committee meetings to draft legislation are now open to the public, but some of the most powerful committees continue to hold secret sessions, according to survey by Common Cause.

The survey was conducted of bill-drafting sessions from March 7, when the House adopted a new rule to open meetings (*E&P* March 17) to June 15. The House rule requires all committee sessions to be open to the public unless a majority of the committee's members vote in public to close a session. The Senate rejected a similar proposal.

The survey found that of sessions by House committees to draft legislation, 238 were open and 47 closed to the public and press. 10 committees, including the important Foreign Affairs, Judiciary, Public Works, and Banking and Currency, reported holding no closed meetings. However, the House Appropriations Committee and all but one of its 13 subcommittees have held all their draft sessions in private. And the Ways and Means Committee has held all its sessions in secret. On June 18 it voted to close all draft sessions on President Nixon's foreign trade proposal.

On some occasions, according to the survey, committees have not complied with the rule that they take a majority vote on

the closing of meetings. Veteran's Affairs met April 11 to draft three bills on burial matters, insurance and overseas memorials, and closed the session without taking a vote, the survey reported. Similar rule violations were cited by the Commerce and Agriculture Committees.

One of the justifications offered by Congress, according to the survey, is that holding open sessions would take too long. One source, quoted in the survey, said that if "Ways and Means held on open session on the trade bill, every prima donna on the committee would be talking for hours."

Nevertheless, the survey found that the House had passed more measures this year than in 1971, before the open meeting rule was adopted.

Charges against reporter dropped

The U. S. Government, citing "lack of sufficient evidence," dropped three charges against Thomas Oliphant, *Boston Globe* reporter in connection with Oliphant's coverage during the Wounded Knee incident.

Oliphant had flown in one of three light planes that dropped food supplies to Indians occupying Wounded Knee, S.D. last April. The reporter and another defendant, Larry Levin, were charged with crossing state lines to participate in a riot, obstructing a Federal officer during a riot, and conspiracy to obstruct justice. The charges against Levin were also dropped.

Oliphant, a reporter for the *Globe's* Washington bureau, wrote a first-person account of the flight. He said he was allowed to accompany the men on the mission provided he didn't publish their names. Oliphant later surrendered to the FBI.

Oliphant and the *Globe* had constantly maintained that the reporter was on a legitimate assignment, acting solely as a working reporter. Editor Thomas Winship said only a breakdown in travel arrangements prevented other papers from joining Oliphant on the mission. Dismissal of the charges, he added, "was a nice, clean clear reassertion of the First Amendment rights."

Journalism Center sets up Fellowships

The Washington Journalism Center has announced that it will bring a limited number of young, professional journalists to Washington for five months next year on work-study Fellowships. Applicants will be required to have at least two years of fulltime professional experience in journalism. Each Fellow will receive \$4,200 to cover expenses during his stay in Washington, which will run from Jan. 15 through June 15, 1974.

The deadline for Fellowship applications is November 1. Application forms and additional information may be obtained from The Washington Journalism Center, 2401 Virginia Ave., N.W. Washington, D.C. 20037.

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Write Bob Chainski for more information.



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The nearly seven hundred people who came by the Dyna-Flex booth at the June ANPA/RI show in New Orleans to see and inquire about our steel saddles. Our thanks also to the Dyna-Flex Corp. for allowing us space to show our product. The response was gratifying.

The quality, durability and simplicity of our steel saddle was quickly recognized. We did have some complaints about the price. Steel saddles cost about a third more than the cheapest aluminum product on the market. You get what you pay for. Our saddles are designed and made for the newspaper that wants and can afford the best.

We have known for a long time that we could only supply a part of the total saddle demand. So we decided to go after the quality conscious customer. There has been a lot of pressure on us to put our "Tension Bar" in an aluminum saddle and market it as a cheap companion to our steel saddle. We decided to run a test. We took 64 blank aluminum up. Our first job was to true width and length as much as variations in wall thickness had to be. The saddles were run several normal of 40,000 daily to 75,000 was thrown. This was probably saddle OD. As time went on, and the cylinder fit worsened. on the press, some surface the clip areas. We began re-steel. At the last report there being thrown from the steel has a .004 aluminum backing. are convinced that a thicker Especially on the ground finish several things. Aluminum is lacks durability. It will not hold its size and is subject to fatigue. Where pockets are milled for tension lockup, the fatigue problem is serious. Aluminum cannot be screwed to the cylinders because of expansion problems.



saddles and installed our lock-up the saddles. They varied in one-sixteenth of an inch. Vari-be accepted. Saddles which cylinder were not converted. months on press runs from a copies. Occasionally a plate due to the rough finish on the the saddles began to "roll out" Although the saddles were left damage occurred, especially in placing the aluminum with had been no instances of plates saddles. The plastic plate used This is entirely adequate. We backing is a waste of material. steel saddle. Our test proved cheaper initially, but it simply

If you are thinking of converting your press to thin plates and will need saddles, we would like to hear from you. If you do not have a copy of our folder with pictures and other data, write or call. Remember, you do not have to suffer with aluminum saddles just because you may want to use Grace plates, or Napp plates, or some other plate. If you already have aluminum saddles, keep us in mind. You may be in the market again soon!

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WINNING EXHIBITS AT ANPA/RI — The winning exhibits of the Editor & Publisher awards for "most outstanding exhibits" at the American Newspaper Publishers Association Research Institute Production Management Conference in New Orleans are pictured. Over 100 newspaper suppliers had exhibits at the conference. First place for the Island Display of over 900 square feet was won by Varityper Division and Addressograph-Multigraph (pictured top). First place for Island Displays of less than 900 sq. ft. went to Revere Copper and Brass (center). First place for Non-Island Exhibits went to Sperry Univac (bottom). This was the second annual ANPA/RI exhibit awards competition sponsored by E & P.

Plant • equipment

On-line

The *Albuquerque Journal* and the *Albuquerque Tribune* are now being printed 100 percent with Dyna-Flex plates. The Dyna-Flex plates are locked directly on press cylinders, without benefit of saddles, on a new Mark V Goss shallow relief letterpress.

Press run for the morning *Journal* is 80,000 daily and 110,000 Sunday. The afternoon *Tribune* has a daily run of 40,000. The Albuquerque Publishing Company prints both papers.

The conversion to Dyna-Flex was part of a renovation plan which included a switch to 100% photocomposition. The new composition system includes two IBM 1130 computers, three Mergenthaler Linotron 505's, two Memorex disk drives and a Mergenthaler interegrator.

* * *

The Albany, N.Y. *Times-Union* and the *Knickerbocker News-Union-Star* have installed two CompStar 191 high speed phototypesetting machines with built-in, programmable, 8K computers. The 191s will take over classified advertising and some news text production for the Hearst dailies.

* * *

The Hendersonville (N. C.) *Times-News* new building is expected to be ready for occupancy in late fall of 1973. Publisher Lawson Braswell said increases in pages and circulation made it essential that "we have a larger press and a more efficient building." A new eight-unit Goss Community press is being installed.

Braswell said the news room, advertising department and mail room will benefit by the greatest increase in space.

* * *

The St. Paul, (Neb.) *Phonograph-Herald* has completed its conversion to photocomposition offset, with the purchase of a reconditioned Pacer web fed offset press. The Pacer was reconditioned by Web Press Corp. of Seattle, Wash. Typesetting is now provided by a CompuWriter II.

* * *

The Sturgis (Mich.) *Daily Journal* announced plans to construct a new 6000-square foot office and plant at a cost of \$500,000.

* * *

The Michigan City (Ind.) *News-Dispatch* has started construction of a new \$1.7 million offset printing plant and office complex. The 24,052 square-foot building is being erected on a site immediately east of the present quarters.

* * *

The Washington (Indiana) *Times-Herald* has begun a complete conversion to offset operation. An 8 unit Cottrell V-15A press has been ordered along with other associated offset equipment.

The Times-Herald is part of the Don-also undergo extensive remodeling to modernize the building and house the new equipment. Completion is expected by August 15.

Offset success hinges on page flow, makeovers

Press deadlines can be met with complete offset equipment and in some cases can be improved upon if given careful study, James Rogers, production manager of the *Portland Oregonian* informed the recent Production Management Conference of the ANPA Research Institute at New Orleans.

Most careful consideration must be given to establishing excellent communication with the editorial department in controlling page flow and the number of makeovers, Rogers said. He continued:

"In establishing the levels of quality to be maintained in operation, certainly from a pure economic point of view, some degree of compromise is necessary. However, with all the existing forms of media, each competing for the advertising dollar, and each increasing their ability to print well, the margins of compromise were decreasing and the costs of solution with our equipment were increasing.

"In short, with the offset printed weeklies being delivered . . . our advertisers and subscribers were beginning to look at us with more and more disbelief as we continued to pawn the archaic excuse that speed requirements and cost prevented us from adopting the new offset method.

"As we traveled and watched more papers meeting deadlines, printing a quality product, and some of them continually reducing their overall operating cost in the pressroom, there could be no doubt for us (*Oregonian*) that offset was the way to attain the print quality we needed."

(The *Oregonian*, morning and evening, has a combined daily circulation of 370,443).

Rogers said the factor should not be taken lightly that in converting to offset a newspaper can take advantage of all the new processes that are evolving. He emphasized the speed of new photo type setting machines along with OCRs and VDTs and said these have solved the problems of getting later news into the paper.

Also, the near 100 percent accuracy of photo type setters has great value in reducing customer complaints and adjustments, he said. One of the greatest attractions for the *Oregonian* was the final justification for a type setting system where in a classified program could be implemented and added.

Some additional side benefits can accrue to a newspaper converting to offset and computerized type setting: with classified going through a computer, additional statistical data becomes available, such as lines per salesman, ad per salesman, peak traffic periods, total credit information, circulation statistics such as areas with most stops, restarts, etc., demographic information.

All of this information can be kept up to date and much of it can be used by salesmen.

Rogers dwelt at length on a major necessity facing newspaper executives when considering going offset: data gathering. When investigation of operating costs in plants various size begin a common denominator must be found. For the newspaper one common denominator is tons of newsprint used. Rogers' report continues:

It seemed reasonable that if newspaper X for instance purchased 15,000 tons of

newsprint per year and the *Oregonian* was using 60,000 tons, we therefore had a ratio of 4 to 1. Now it was a simple matter to apply this ratio to all items that would be directly affected by tons of newsprint consumed by any newspaper that we might be looking at—such as printed waste, blankets, fountain solution, maintenance salary, cleaning solvents, black ink, colored ink, etc.

Working out equations

If one makes up a chart listing all of the factors along the left hand margin and all of the papers where data was gathered along the top, then it is fairly easy to work out the equation. For instance, if newspaper X reported spending \$10,000 per year on blankets, and using $\frac{1}{4}$ of our tonnage of newsprint then it is reasonable to multiply the \$10,000 blanket cost by four and enter the \$40,000 figure under the column newspaper X across from the factor of blankets. What this tells you is that if you were operating at the same efficiency as newspaper X and consuming your quantity of newsprint, your blanket cost would be \$40,000 and so on.

Taking newspaper Y who spends \$15,000 for blankets and their newsprint consumption is half of yours then you would simply multiply their quoted blanket cost of \$15,000 by 2 and enter \$30,000 in the column under newspaper Y. As you proceed, doing this for each newspaper, you wind up with a range of figures for your newspaper projected at the operating efficiencies of the various newspapers under investigation.

If you get a figure that falls drastically outside of the range, one would probably set this figure aside and go back to the particular newspaper and try to validate the information as we did in a couple of cases. Failing to bring the figure into range I would recommend that it be dropped from the data.

Of course tons of newsprint is not the common denominator for all the information that one will be considering in the conversion.

For instance, in the mail room, will you be able to cut down on the number of presses run by virtue of the fact that you will have faster presses?

In the circulation department, would you be able to print your own comics?

In the platemaking department there is of course the total number of pages printed each year that one must multiply by a factor which represents the percentage of makeovers. For us, it was about 125 percent. In some newspapers it is difficult to get reliable figures. Others keep very accurate records on the percentage of makeovers.

Kinds of data needed

To review them for a moment one must somehow establish the kinds of data needed. He must decide on the methods of gathering this data. He must set up some way of testing the validity and he must correlate the data to his own size operation. One additional factor—he should establish whether any rating upward or downward of his own plant should be done by virtue of such facts as employee morale, (Continued on page 40)

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A COLE gluing system is available for your press to glue the product as it comes through the press and over the former. The glued, folded and trimmed product delivers out onto the conveyor ready for the customer. No other operation is required.

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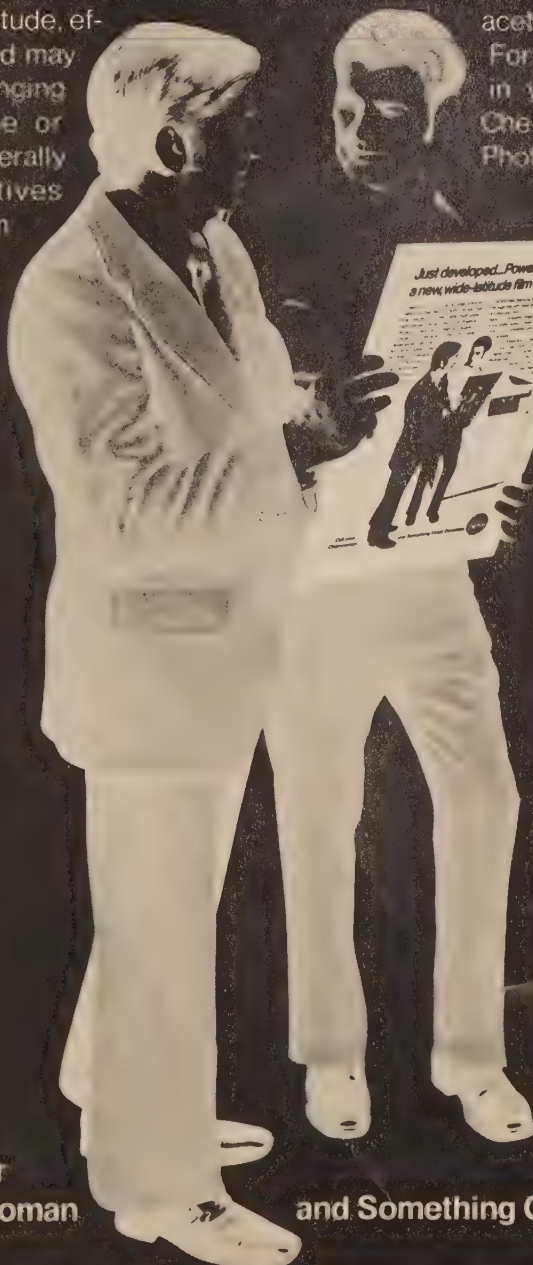
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Charles Mills (right), publisher of the *Vandalia Leader and Union*, Vandalia, Illinois, receives a plaque signifying his purchase of the 1,000th Goss Community press sold by the Goss division of MGD Graphic Systems, Rockwell International Corporation. Presenting the award are Goss representatives Bill Boston, George Moldenhauer and Dick Hirst.

New members named to ANPA/RI units

M. W. Armistead III, Chairman of the ANPA Research Institute Executive Committee and Executive Vice President of Landmark Communications, Inc., Norfolk, Virginia, has announced the appointment of the ANPA Research Institute's 1973-74 Production Management Committee.

John Sacchia, National Production Manager, Hearst Newspapers, New York, N.Y., has been appointed Chairman of the Production Management Committee.

Donald F. Wright, Research Planning Director, *Minneapolis (Minn.) Star and Tribune*, has been appointed Vice Chairman of the Production Management Committee.

Newly appointed to serve on the Committee are: N. Larry Freeman, Production Manager, *Newport News (Va.) Daily Press*; Edward R. Padilla, Vice President & Assistant to Publisher/operation director, *Sacramento (Calif.) Union* and John E. Leard, Vice President & Executive Editor, *Richmond (Va.) Times-Dispatch & News Leader*.

Armistead also announced the appointment of the ANPA Research Institute's 1973-1974 Laboratory Committee.

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- ATF
- Etc.

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John E. Smithmeyer, Production Manager of the *Spokane (Wash.) Spokesman-Review & Chronicle*, has been appointed Chairman of the Laboratory Committee.

Newly appointed to serve on the Committee are: Berwyn M. Blessing, Production Director, *Columbia (S.C.) State & Record*; James Erickson, Production Manager, *Green Bay (Wisc.) Press-Gazette*; John J. Ford, Production Manager, *Easton (Pa.) Express*; Uzal H. Martz, Jr., Publisher & Treasurer *Pottsville (Pa.) Republican*; Arnold L. McDonald, Production Director, *Norfolk (Va.) Virginian-Pilot & Ledger-Star*; and Norman Rosenberg, Production Director, *Des Moines (Iowa) Register & Tribune*.

Set offset workshop

The Graphic Arts Research Center will conduct a commercial web offset workshop at the Rochester Institute of Technology August 1-3. Tuition is \$265.

Information on registration and the program offered can be obtained from the Center at RIT, Rochester, New York.

Topics to be covered include an introduction to the lithographic process, sheetfed offset, review of web offset equipment, press dryers and drying problems and ink/paper/press problems.

The workshop is one of a series scheduled quarterly by RIT. Special workshop sessions can be arranged.



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Offset success

(Continued from page 38)

contract commitments, related machinery that may not be totally compatible, etc.

The annual operating expense projection for offset vs. letterpress was only one of the factors that had to be considered for our particular situation.

Another question that had to be answered was could we phase the new offset presses into our existing building while we continued to print with letterpress? There was the cost of a dual operation for a prolonged period which in itself was extremely expensive; also, the need for 5 six-unit presses for our Saturday night operation required a very detailed scheduling on a week by week basis of the removal of certain units and the installation of new units—at all times maintaining the 5 six-unit presses capacity.

New building possibilities

In the end it was established that we could in fact phase in offset presses; however, by the time this sub study was completed it was obvious that we should look seriously at the possibility of a new building. Let us consider the following:

First. The cost of dual operation. That is, the cost of manufacturing engraving as well as stereo and offset plates.

Secondly. The cost of the new presses. Since it would take an additional two years to phase the presses into this building, we were faced with two choices, either build all of the 36 units this year and pay storage on them until they were installed; or manufacture them a few units a time and face the escalating cost of labor over the next five years.

Thirdly. There would be considerable disruption of our total operation over a prolonged time period.

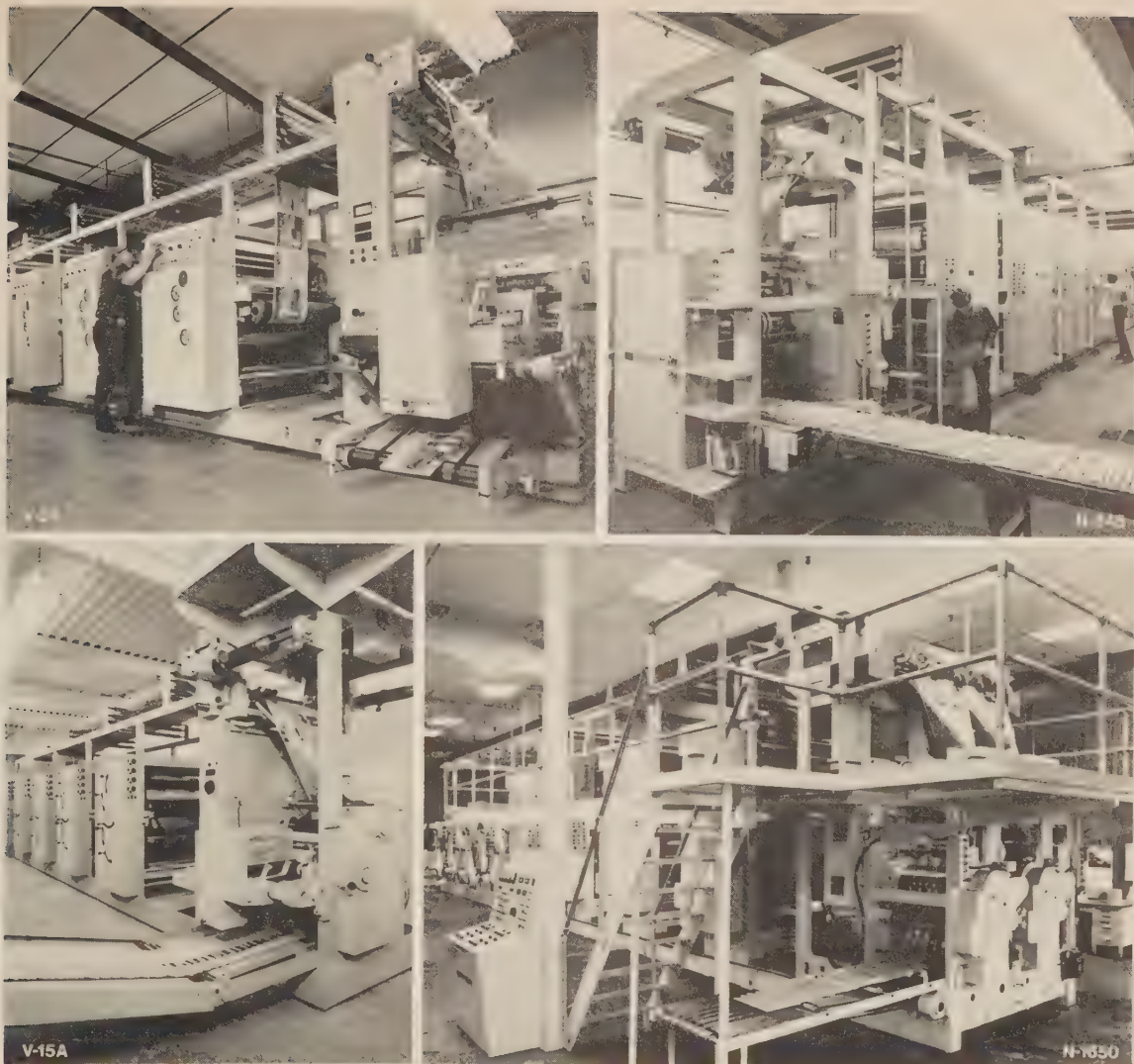
Taking all three of these factors into consideration it was obvious that the recommendation should be for a new building.

The new building 200 by 200 foot square, will house the presses, platemaking, mailroom, loading dock, and support facilities for those operations. This building is twelve blocks from our present plant which we will continue to occupy with the composing room, camera department, business offices, the two editorial departments, circulation, accounting, etc.

The building at this point is 55 percent complete and on schedule. September 1, of this year, the Goss Company is scheduled to have press units ready for delivery. September 1 of 1974, the first of eighteen units will be available to us for printing, and December 31, 1974 the other line of 18 units will be available—giving us a total conversion date of approximately February, 1975.

Seminar scheduled

The National Composition Association and the Graphic Communications Computer Association, sections of Printing Industries of America, will present a composition education program on the campus of Triton College, River Grove (Chicago), Illinois, August 13-17, 1973.



Here's Harris, changing people's minds.

Usually a publisher comes to trade his older letterpress for one of our modern Harris web offsets.

But in the past few months, 15 publishers did the unusual. They traded in web offset presses. All of them about five years old. Every one in good running condition.

Because they found Harris best solved their need for increased paging capacity, or higher speeds, or precise color register.

And because Harris offers easier roll changing. Horizontal web. Variable color positioning. Accessibility. And dependable service.

When the time comes for you, see the trendsetters from Harris.

For more details, write Harris-Intertype Corporation, Cottrell Division, Mechanic Street, Westerly, Rhode Island 02891.

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Communications and
Information Handling

New Products

Hendrix Electronics has announced a new optical character recognition device, called OCR 1—The Reading Machine. The machine is capable of reading 150 characters per second with an assured error rate of not more than one reading error in 10,000 characters.

OCR 1 is priced under \$15,000 and is designed to interface with the full line of Hendrix editing systems.

Hendrix has also introduced a modular family of video editing and computer-based storage and retrieval systems and increased the capabilities of its 4000 Computer Display System.

Sun Chemical has developed a modularly-designed series of text processing and typesetting systems called SunEdit 100, 200 and 300. They interface proprietary SunCom Systems software packages with a wide range of input devices as well as second-generation and CRT output devices—including the newly-introduced SunSetter series of CRT typesetters.

SunEdit permits simultaneous input and operation of a wide range of devices such as paper and magnetic tape or direct keyboards, optical scanners, wire service and video display terminals.

SunEdit 100 is paper tape oriented, SunEdit 200 includes magnetic tape capabilities and SunEdit 300 combines all modules of Systems 100 and 200 with on-line text processing at all stages in the cycle, including typesetting.

Compugraphic has announced a new CRT typesetter priced below that of other CRT devices now on the market. The VideoSetter is designed to run at speeds in excess of 400 newspaper lines per minute.

Two models are available. The VideoSetter I operates from justified, 6-level TTS-coded tape, wire service tape, or no-line computer interfaces and is priced at \$32,950. The VideoSetter II offers all the above input options, plus acceptance of unjustified input for automatic hyphenation/justification and wire service conversion. Price is \$37,950.

The VideoSetter is designed specifically to meet a range of typesetting applications such as news text, stock, classified advertising matter and display ads.

Varityper Division of Addressograph Multigraph Corporation unveiled three new products at the ANPA/RI conference in New Orleans. Products include the Electro/Set 450, a dual purpose tape correcting terminal and input keyboard for phototypesetters and tape-driven linecasters; the Edit/Set, an editing terminal which displays 22 lines of copy on a 15-inch video-screen; and Scan/Set, an optical character recognition device that provides electronic translation of typed copy into bar codes that can be read by a scanner and punched onto tape.

Mergenthaler introduced a new low-cost photocomposing unit at the ANPA/RI conference in New Orleans in June. The Linocomp is a compact tabletop keyboard driven photocomposer with four non-duplex fonts.

Mergenthaler also introduced a new video display terminal the CorRecTerm, Model M/200. It is a stand-alone terminal which offers a low cost means of editing, proofing correcting and marking up of text in tape form for use in typesetting systems. The M/200 extends the range of capabilities of the original CorRecTerm, M/100.

The Base-Aligning VIP phototypesetter was also demonstrated at New Orleans. This VIP model permits complex mixing, such as is required for setting food store advertising, from simply produced input throughout the size range of 6 to 72 point.

A grained, subtractive photo offset printing plate which employs the technologies of both negative diazo and photopolymer coatings has been introduced by the Printing Products division of 3M Company.

The new T-Plus plate is designed for long printing runs with a potential of 200,000 more impressions, depending on press conditions and abrasiveness of papers and ink. The T-Plus plate is now being priced in the same range as the smooth-surfaced K-Plus 3M brand plate.

A universal text editing system for the typesetting user has been developed for the Varisystems V1000 or Photon KC700 and is now available from the Varisystems corporation.

The program, the Ettator, was developed by Etta Associates, specialists in phototypesetting software. The program offers continuous editing capability on the keyboard from job entry to job completing, as well as merging and updating capabilities.

Richmond Graphic Systems, Inc. of Cranston, R.I. has announced a litho plate processor that reduces offset pre-press time from 25 to four minutes.

Richmond's Micro-Perfect PlateMaTe PMT processors are diffusion transfer processors designed to develop a printing image on a plate in one step. The process eliminates the conventional film negative intermediate step as well as the separate processing of both film and plate.

The PlateMaTe/270 was designed specifically for use with all sizes of the new Kodak PMT metal litho printing plate.

Visual Graphics Corporation will enter the large-image stat camera market this fall with the introduction of the Pos One Pagemaker in 16"x20" and 20"x24" sizes. Pos One is a one-step reproduction system (Continued on page 43)

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Herb Daniels



Webb Nolan

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**A STEEL SADDLE IS
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See page 36

NAPP Systems starts new plate production

NAPP Systems will begin manufacturing its new Type III photopolymer plates in July at the new 117,000 sq. ft. plant in San Marcos, California.

The NAPP Plate System has been recognized by over 60 newspaper publishers as a key to developing compatibility between letterpress printing and computerized photocomposition. The NAPP plates can be used in a direct printing mode and as a pattern plate molding. No discernible wear was measurable after a press run of 60,000 using NAPP Type II plates in a direct printing mode. The reproduction quality of both line copy and halftones was still excellent.

NAPP plates have a relief depth of .028 in line areas, .006-7 in the areas of halftone highlights and .003-4 in the halftone shadows. The NAPP Plate System is completely pollution free from all standpoints.

New products

(Continued from page 42)

that delivers sharp copies on paper or film without the use of an in-between negative.

* * *

A D-G 320 Newspaper Stuffer capable of placing inserts or press sections into two jackets simultaneously has been developed by Didde-Glaser for the *Laredo* (Tex.) *Times*.

* * *

A new high-speed 20-inch rotary gathering machine with 10,000 per hour speed has been introduced by Muller-Martini Corp., Hauppauge, N.Y. Advantages of the Model 256 include easier loading, simple wrenchless adjustments for minimal set-up time, uninterrupted feeding, quick change-over, and on-line flexibility for modular growth to meet expanding requirements.

* * *

Two new Matrix proofers Model 1616P and Model 1616PTR, have been unveiled by Versatec, Inc. Model 1616P is for direct on-line computer application, while the other operates off-line from TTS coded paper tape.

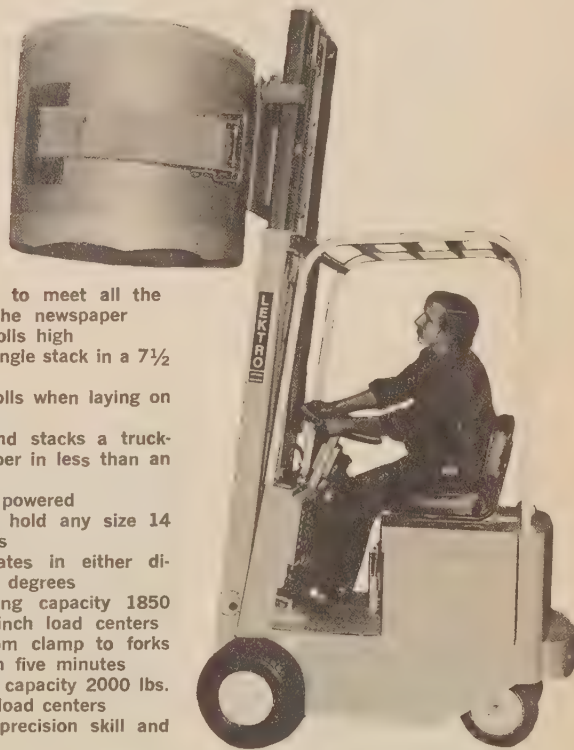
Model 1616P interfaces directly to most computers and prints 100 characters per line at 300 Lines per minute. It is priced at \$7700. Model 1616PTR is a stand-alone system which operates with a high speed paper tape reader to produce proofing copy from TTS coded punched paper tape. It is priced at \$9500.

* * *

Hurletron Inc. has introduced its new Model 831 color to color register control. The system is part of its Versitrol product line and inspects a moving web in a printing press and regulates the servo motors to maintain precise registration between color units, and during back-up printing on opposite sides of the web.

EDITOR & PUBLISHER for July 14, 1973

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Production time element at Post-Dispatch shown

The editorial department of the *St. Louis (Mo.) Post-Dispatch* is gradually being worked into cold type production with the conversion the newspaper's Everyday Magazine and St. Charles (zoned news) section, Ray Maly, assistant production manager, told the recent Production Management Conference of the ANPA Research Institute.

Maly said that, faced with production delays at the start of going completely cold type in the downtown and Northwest satellite plants, the majority of readers have been patient and advertisers are pleased. Advertisers accepted, at the same time, a change from two proofs to a one proof system and Maly said printing is sharper and color register perfect.

With a slide show he gave time elements for various production capabilities. A proof was shown coming from composing and being received by engravers at the downtown plant. Using a Vandercook proof press, slicks of hot metal news were pulled and halftones and ads pasted into position following layouts.

Production time used: Pull slick, one minute; paste ads and halftone veloxes into position, two minutes; delivery of completed pasteup to engravers, one minute. During the conversion it was necessary to move up composing room times 45-60 minutes.

Exposure of the pasteup to PMT paper; camera is equipped with a shrink lens to reduce size for printing on 57-inch web. Time: Clean glass on copy board, 30 seconds; load PMT paper, 10 seconds; exposure, 10 seconds.

Development of PMT paper after exposure—time: Remove from vacuum board and process—30 seconds. PMT paper has been found very good on exposure if proof of type from composing is of

quality. Weak type will affect exposure time and cause lack of contrast in photos.

Image transfer

Image transfer—time: PMT transfer complete, 30 seconds; drying of PMT before sending it to satellite plant: wash, 30 seconds; dry, 30 seconds.

At present about 20 percent of pages are facsimiled from the downtown plant to the satellite. The balance of pages are carried out as negatives by a messenger service. Pages that lift on edition changes are transmitted to satellite.

PMT page is trimmed on three sides to allow for accurate positioning on facsimile drum, time, 30 seconds.

Loading PMT on sending drum, one minute. PMT is loaded on sender and film loaded on receiver at satellite. The drums start rotating until 3600 rpm is reached and phase attained: time to reach phasing, one minute.

It takes two minutes and 35 seconds to transmit the page at 600 lines per inch. An additional 10 seconds is required for the drums to stop when transmission is completed, and 30 seconds to remove PMT. Total time: 12 minutes and 35 seconds.

The Post-Dispatch transmitting operation has five transmitters and five re-

ceivers. Sending is through Southwestern Bell Telephone Company's 306A Modem on a frequency of 48 kilohertz at 1.344 megabits. Four lease lines cost \$2,500 a month, maintenance included. Training of engravers who operate transmitters and receivers has progressed satisfactorily.

Positioning of the PMT and film on the drum is very critical. Any air under the material will affect quality or cause either material to break loose during the transmission.

Crater tube life on receivers varies and no control is available to tell when a tube is going weak until results are seen on the negative. The manufacturer informs they are working on a laser beam to replace present exposure source.

At the satellite plant after exposure of film, the negative is processed through one of two film processors. Time to develop negative, eight minutes; checking negative for quality and register punched, one minute.

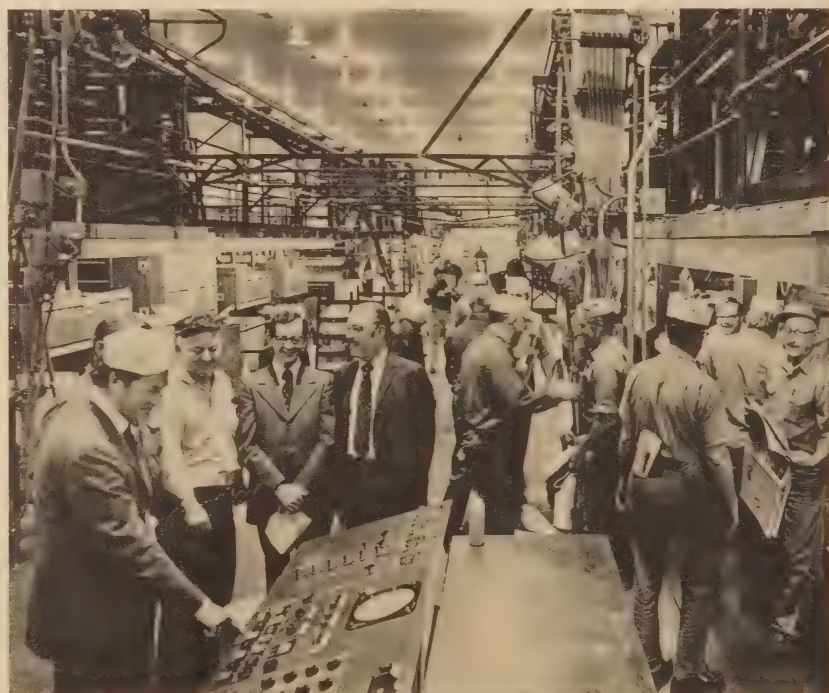
Negative is loaded and punch registered to wipe-on plate; vacuum is made and exposed. Time, one minute, 30 seconds. (There are six flip-top frames.)

Plate after exposure is developed in one of three plate processors, time, one minute, 30 seconds.

St. Louis is using two types of wipe-on plates. One is for the requirement of 100,000-125,000 actual impressions/plate, while the other is for the 50,000-60,000 range.

Total time: satellite plant, 12 minutes. Combined total in both plants on one page, 24 minutes, 35 seconds.

(Continued on page 45)



ALL OFFSET—Joseph Pulitzer, Jr. (far left), publisher of the *St. Louis Post-Dispatch*, starts up the new Goss Metro-Offset presses in the newspaper's new Northwest Satellite plant. Watching are Alex Frigo, president of the *St. Louis Web Printing Pressmen and Flymen's Union 38*; Ernest Caplinger, production manager; and Alex T. Primm, vice president and general manager. All production of the *Post-Dispatch* is done on the Metro-Offset presses. The *St. Louis Globe-Democrat* is also printed on these presses.

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The plant has a capacity for storing 5,000 gallons of black ink. Estimated usage per month is 13,000 gallons (110,500 pounds).

Paper storage area

Another slide showed the paper storage area and space to accommodate three 80-foot railroad cars. Storage capacity is 8,000 tons, which is approximately eight days' supply.

Major advantages of the Goss presses to use are, according to Maly:

- Replaced old spring lockup with lockup that allows leading edge of plate to position against cylinder reducing movement of plate while printing and giving perfect register on ads and editorial color.

- Blankets come pre-mounted on aluminum bars, eliminating need to punch holes in blanket. The blanket bar fits into opening of cylinder and is held in place with a T-bar, which is installed with six bolts. This allows for blanket change in five minutes versus the old method which took 15-20 minutes.

- During a web break, blanket comes off impression immediately on the unit which had the break. This saves replacing the blanket, or blankets, if on a break a wrap occurs. It also means longer life for blankets. With the amount of units running day and night (the *St. Louis Globe-Democrat* is printed by the Post-Dispatch) at almost \$50 per blanket, it means an attractive economy, Maly said.

Water control adjustment

There has been experimenting with a nonlinear proportional dampening control on the number one press. It allows for adjustment of water control at five different points. Advantages are: less water on start-up; keeping web leads in on start-up instead of losing them because of too much water; when slowing down for a poster, the sheet stays clean because ink and water are still in balance.

Maly said a dampening system by itself is a major disadvantage. But since, for the time being, "we are stuck with the water-ink theory, the dampening system could be located in an easier to get to position than under the arch." Sometimes, he said, after a break, paper gets stuck in the system, preventing water from reaching the plate and 30-45 minutes are lost dropping the carriage to clean out the system.

Maly said the use of ink canisters is not practical for the St. Louis operation. Ink is wasted in the bottom of each canister and no one has come up with a way to clean them. When purging colors on a change, it is estimated there is a loss of seven-eighths pounds per purge per color.

He is talking to the press manufacturer on a few ideas which may improve the situation. One pressroom foreman has also designed a tank to clean canisters. The design has been approved to meet OSHA

requirements. Another idea being considered is how to prevent a major cost and cleanup factor which results from waste of black ink, which falls to the floor because it is not distributed by the roller.

Mailroom improvements also were shown by Maly. In stages slides show: outside the building where carrier punches in his route number; number registers on the main control console located in the mailroom. The mailroom looks at the circulation manifest and codes in on the console the quantity and product required.

When X switches are installed they will allow, in case primary stacker goes down, for routing of papers to secondary (back-up) stacker without shutting the press down.

A scanner controls two different products coming from tying machine. Once bundle drops from loader they are assigned to the correct ejector arm for the carrier requesting that product.

New Georgia daily to begin August 1

North Fulton (Ga.) Today, a Monday through Friday afternoon newspaper, will begin publication August 1, according to an announcement by Otis Brumby Jr., president and publisher of the *Marietta (Ga.) Daily Journal* and *Neighbor Newspapers, Inc.*

Neighbor Newspapers, Inc. publishes 24 suburban weekly newspapers in the metro Atlanta area, with combined circulation of

95,000. With the publication of *North Fulton Today*, the weekly *Roswell* and *Alpharetta Neighbor* newspapers will be combined with the regular Wednesday edition of *Today*.

Steve McMullen, managing editor of the *Marietta Daily Journal*, has been named editor of the new paper. Jay Whorton, advertising director for the *Journal* and *Neighbor* newspapers, will be publisher of *Today*. Whorton will also be in charge of advertising sales.

The new paper will be linked to the *Journal* plant in Marietta by modern facsimile equipment. The advertising, news, classified, circulation, and business offices, will be housed in *Roswell*.

Hans Mueller moves, changes corporate title

Hans Mueller Corp. has relocated its corporate headquarters to Hauppauge, New York and changed its corporate name to Muller-Martini Corp.

The company, the American branch of the world's largest manufacturer of bindery equipment, moved from Mineola, New York, into modern, larger facilities in early June, 1973. Service operations, administration, parts inventories and other sales and service functions will have substantially expanded space in the new quarters.

The complete new address for Muller-Martini Corp. is 40 Rabro Drive, Hauppauge, New York 11787; the new telephone number is (516) 582-4343.

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Officials of the Lebanon (Pa.) Daily News and the Cottrell Division of Harris-Intertype Corp. (pictured left) place their signatures on a purchase agreement for five units of the N-1650 Harris offset press, scheduled for installation in an addition to the present newspaper plant (above) by early fall. Participating in the signing are: (seated left to right) Joseph Sansone, co-publisher and executive vice president of the Daily News; Aaron A. Hobart, sales representative for Harris-Cottrell; Jack Schropp, vice president and general manager of the newspaper. Richard H. Bell, general sales manager for Harris, looks on.

Buffalo Evening News improves efficiency with conveyors, Centrex

A Centrex phone system, tightly engineered traffic and extensive use of conveyors promise great new efficiencies for the *Buffalo* (N.Y.) *Evening News* in its new newsroom.

Copy flow is easier and speedier, since the company moved into its new offices in downtown Buffalo on April 28.

The biggest change for the 198-man newsroom staff of the six-day, 281,000-circulation daily is togetherness. Where formerly they were scattered over eight separate floors in three different buildings, they are now all on one 280-by-120-foot floor of completely open design. Even the library, darkroom, studio, editorial writers and two tenants (AP and UPI bureaus) are included.

Service departments and editors' offices are arranged in an outer ring. The news-producing departments are in the center. A 9-foot hallway, with glass walls on one side and a 43-inch railing on the other, separates the two.

The wire room is practically in the center of the newsroom, close by the wire and city desks and the sports and financial departments.

Whereas in the old offices most copy was hand-carried to the composing room (there was one fitful, one-way pneumatic conveyor), in the new offices there are three two-way Lamson pneumatic conveyors. One is shared by sports and financial; one serves the women's department and features; and one is at the news desk.

Perhaps the greatest innovation is the design of the general desk area, which is tied together by a three-track Acme Ord-a-Flo belt conveyor.

Some copy is hand-carried to the city editor from the reporter area just behind him. But part also comes down the belt from the wire room, the two dictation clerks and three rewriters.

When the five-man city desk finishes with a story, it is placed on the belt and whisked away to the news desk for appraisal and dummieing. The news desk clerk then hand-passes to the copy desk—and pops the copy into his conveyor tubes when the copy editors finish with it.

The news desk can pass copy and pictures back to the city desk on a reverse belt (the tracks are seven inches deep and three-quarters of an inch wide). The dictation, rewrite and city editors' desks are two feet in depth, rather than the usual 2½ feet, to facilitate reaching out to feed or empty the belt.

One other conveyor is planned in the newsroom, to take pictures and artwork from the picture desk to the engraving department one floor down. This material, too, was hand-carried in the past.

The old switchboard was operated almost around the clock, and all calls went through it. The new Centrex system delivers most calls directly to the intended recipient—but there is still one daytime operator who services the city desk complex and also picks up calls when reporters are not present to answer their own.

Morgue renovated

The library has been totally redone for speedy and efficient service. The biographical files were thoroughly weeded by a special crew during the summer of 1972, and instead of requiring 67 four-drawer file cabinets, all are now resting in four huge Remington-Rand Lektriviers. The subject clips are in still another, and the subject pictures in a sixth. Standby metal cuts are filed in a seventh.

The library crew is microfilming all older clips, and storing the fiche strips right in the biographical and subject files. The fiche readers, capable of making copies, are nearby.

The darkroom has been re-equipped almost totally. Hand-developing has been replaced by a Kodak Versomat, which develops and dries the film in an automatic 6½-minute cycle.

The next step is to spread the negatives on a light table to determine which to print. The nearby print room has four enlargers—followed by the rinse tanks, a squeegee and choice of two dryers.

There are separate copying and color-developing rooms.

The artists chose metal table-type easels. The boards are 60 by 37 inches—but were split by the manufacturer (May-

line) at the request of the News so that the right-hand 18 inches of each board can remain a flat working surface while the main board is elevated.

For the first time, every reporter working for the News has his own desk, phone and typewriter (most of the old typewriters were brought along, but about 20 new ones were added).

The open, airy, roomy layout—with a spectacular natural-concrete ceiling—leaves the staff wondering how they ever got the job done the old way.

Newspaper equipment investments up 43%

The American newspaper industry is investing \$250 million per year in new equipment—up 43 per cent from 1970's \$175 million—the president of Harris-Intertype Corporation reported.

"Most of this quarter of a billion dollars is being expanded for high-technology production equipment, and does not include another \$115 million of brick-and-mortar investment in newspaper plants," according to Dr. Joseph A. Boyd.

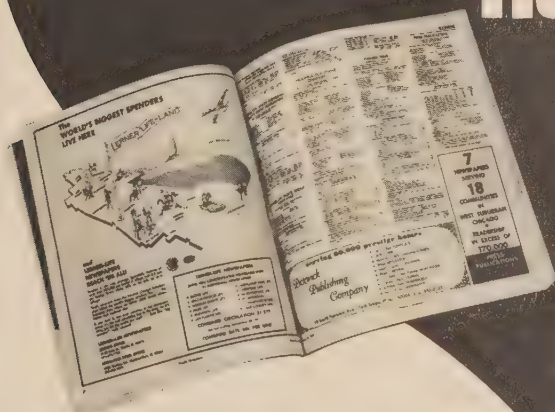
Speaking during the annual meeting of the American Newspaper Publishers Association Research Institute in New Orleans Boyd said Harris sales to newspapers in the past three years have more than doubled, with most of the increase accounted for by web offset presses, computerized photocomposition systems and automated mailroom equipment.

The most dramatic recent change in newspaper technology, according to Dr. Boyd, has been the use of cathode ray tube systems for editing news copy and preparing advertising layouts. "Although it has been only three years since we introduced the first CRT editing system, they are becoming standard equipment in newspapers across the country," he said.

PIA elects chairman

Printing Industries of America has elected Eli Cantor as its 1973-74 Chairman of the board. Cantor is chairman emeritus, The Composing Room, Inc., New York City and management consultant to the printing industry. He was elected during PIA's 87th Annual Convention held in San Francisco, California.

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Plate Closing: August 11

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Address _____

City _____

Name _____

Title _____

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The ad mill

By Jeff Mill

Ford shifts to newspapers

Ford Motor Company will begin an extensive two-month newspaper advertising campaign July 16, with ads appearing in more than 2400 newspapers, both weekly and daily.

Additional ads will appear in 170 newspapers in 90 major markets. The ads appear as the growing question of a gasoline shortage apparently has cut into sales of Ford's larger-size automobiles.

The campaign is budgeted at roughly \$2 million, and was prepared for Ford by J. Walter Thompson, Detroit. The expanded campaign means that some of Ford's radio budget will be shifted to print.

Ford is planning to use color extensively, with spot color ads appearing in more than 1500 newspapers.

The campaign is being built around two basic ads, and will carry Ford through the latter part of the 1973 sales year. 1974 new car models are scheduled to appear sometime around the second or third week of September.

* * *

Ad space donated

The *Providence (R. I.) Journal-Bulletin* is providing free "situation wanted" ads for one week to civilian workers in Rhode Island who will lose their jobs in pending closures of military bases.

A total of 4534 jobs held by civilians at two Rhode Island bases will be lost when they are closed by next year. The paper has offered to run free for a week a minimum-sized situation ad, as part of "a general good neighbor policy."

The program was begun July 1, and although there has been a limited response so far, *Journal-Bulletin* officials expect greater use to be made of the offer as the actual closing dates draw near.

* * *

April revenues rise 11.3%

Advertising revenues of daily newspapers increased 11.3% in April and were ahead by 9.7% for the first four months of 1973, according to the Newspaper Advertising Bureau, Inc. Through April, newspaper advertising revenues were running at a \$7.3-billion annual rate.

These estimates by the Newspaper Advertising Bureau are based on measurements by Media Records, Inc. of newspaper advertising in 64 cities.

Retail advertising, the largest classification, went ahead 9.9% in April and was up 6.5% for the four months. It is running at a \$4.1-billion annual rate.

* * *

Y&R develops insert

A multi-purpose newspaper insert has been developed by Young & Rubicam and the Philadelphia-based printing/production firm, Goodway, Inc. Regular distribution of the insert is scheduled to begin in November, 1973, with four editions planned for 1974.

The insert, "Super Saver," was developed by Young & Rubicam's Respond division. It is designed to handle coupons, direct response advertising, and product samples.

Distribution of the 8½ x 11" insert will be limited almost entirely to homes. Initially, distribution is planned in 35 major markets, encompassing 59% of the nation's homes.

Placement of the insert is being handled for Young & Rubicam by the Newspaper Preprint Corporation. Placement will be made in a planned 74 newspapers in the 35 markets.

The insert will be made available to advertisers in five regional editions, but will provide national, local or regional coverage for advertisers. Discount rates will be offered to advertisers who wish to appear in all five editions.

The regional editions will have a 200,000 circulation minimum. The first insert is scheduled to appear November 4, 1973, with four editions planned for 1974. In 1974, the editions will appear February 10, June 9, September 8, and November 3.

"Super Saver" will be printed on 60-lb coated stock. A Young & Rubicam spokesman said this would permit better multi-color reproduction.

Initial advertiser response has provided Young & Rubicam with "some good prospects," but a Young & Rubicam spokesman declined to identify specific potential advertisers.

Past Week's Range of Stock Prices

NEWSPAPERS			
American Financial Corp. (OTC)	7/5	7/11	
Booth Newspapers (OTC)	11/6	12/6	
Capital Cities Com. (NYSE)	19	20	
Com. Corp. (OTC)	43 3/4	43 3/4	
Cowles Comm (NYSE)	5	5	
Dow Jones (OTC)	29	28	
Downe Comm (OTC)	17 1/2	17 1/2	
Gannett (NYSE)	32	32 1/4	
Harte Hanks (NYSE)	8 1/2	8 1/4	
Jefferson-Pilot (NYSE)	28	28	
Knight (NYSE)	33 1/2	35	
Enterprise (AMEX)	12 1/4	13 1/2	
Media General (AMEX)	32	32 1/2	
Multimedia (OTC)	18	18	
New York Times (AMEX)	107 1/2	111 1/4	
Panax (OTC)	4 1/2	4 1/4	
Post Corp. (WISC.) (OTC)	10 1/2	10 1/2	
Quebecor (NYSE)	16	16	
Aldair Publications (NYSE)	13 1/2	13 1/2	
Southam Press (CE)	30 1/2	29 1/4	
Speidel (OTC)	9 1/4	9 1/4	
Thomson Newspapers (CE)	12	12 1/2	
Times Inc. (NYSE)	31 1/4	30 3/4	
Times Mirror (NYSE)	17	18 1/2	
Toronto Star (CE)	19	21	
Washington Post (AMEX)	19	20	

SUPPLIERS

Abitibi (CE)	10 1/2	10 3/4
Addressograph Multi. (NYSE)	12 3/4	13 1/4
Alden Electronics (OTC)	3 1/2	3 1/2
Aldair (OTC)	3 1/2	3 1/2
Andro-Canadian (CE)	11 1/2	10 1/2
Ball Corp. (OTC)	10 1/2	10 1/2
B. C. Forest (CE)	16 1/2	17 1/2
Berkey Photo (NYSE)	10 1/4	10 1/2
Boise Cascade (NYSE)	9 1/4	10 1/2
Compugraphic (AMEX)	18	19 1/2
Compuser (OTC)	26 1/2	27 1/2
Crown Zellerbach (NYSE)	24 1/2	25 1/2
Cutler-Hammer (NYSE)	24 1/2	26 1/2
Dayco (NYSE)	16 1/2	16 1/2
Digital Equipment (NYSE)	81 1/2	82 1/4
Domtar (AMEX)	20 1/2	20 3/4
Dow Chemical (NYSE)	50 1/2	50 1/2
Dymo (NYSE)	16 1/4	15 1/2
ECRM (OTC)	7 1/2	8 1/4
Eastman Kodak (NYSE)	130 1/2	131 1/2
Ehrenreich Photo (AMEX)	9 1/4	11 1/2
Eltra (NYSE)	27	27 1/2
General Electric (NYSE)	56 1/2	56 1/2
Georgia Pacific (NYSE)	32	31 1/2
Grace, W. R. (NYSE)	20 1/2	21 1/2
Great Lakes Paper (CE)	21 1/4	21 1/2
Great No. Nekooza (NYSE)	40 1/2	40 1/2
Harris Interplay (NYSE)	25 1/2	25 1/2
Inmont (NYSE)	33 1/2	34 1/2
International Paper (NYSE)	33 1/4	34 1/2
Itek Corp. (NYSE)	24 1/2	26 1/4
Kimberly Clark (NYSE)	38 1/2	38 1/2
LogEtronics (OTC)	4 1/2	4 1/2
MacMillan, Bloedel (CE)	29	28 1/2
Mago Electronics (AMEX)	14	14 1/2
Millmaster Chy. (AMEX)	7 3/4	7 3/4
Minnesota Min. & Mfg. (NYSE)	82 1/2	81 1/2
*Photon (OTC)		
Richardson (NYSE)	11 1/2	11 1/2
Rockwell Intl. (NYSE)	26 3/4	27 1/4
Singer (NYSE)	46 1/2	45
Southland Paper (OTC)	15 1/2	14 3/4
Southwest Forest Ind. (NYSE)	7 1/2	8 1/4
Sun Chemical (NYSE)	15	15 1/2
Wheelabrator-Frye (NYSE)	11 1/2	13 1/2
White Consolidated (NYSE)	12	12 1/2
Wood Industries (AMEX)	9 1/4	10 1/4

ADVERTISING AGENCIES

Doremus (OTC)	5 1/4	5 1/4
Doyle, Dane, Bernbach (OTC)	12	12 1/4
Foot, Cone, Belding (NYSE)	9	9 1/2
Frank, Clinton E. (OTC)	5	5
Grey Advertising (OTC)	8 1/2	8 1/4
Interpublic Group (NYSE)	13 1/2	14
Needham, Harper & Steers (OTC)	9 1/2	9 3/4
Ogilvy, Mather (OTC)	14 1/2	16 1/2
PKL Co. (OTC)	7 1/2	7 1/4
J. W. Thompson (NYSE)	14 1/2	15
Tracy-Locke (OTC)	5	5
Wells Rich Green (NYSE)	10 1/2	10 1/2

*Trading suspended 3/26-7/13.

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A STEEL SADDLE IS THE BEST THING NEXT TO A STEEL CYLINDER!

See page 36

SDX awards for 84

Sigma Delta Chi has awarded its 1973 citations for achievement to 84 journalism graduates selected as outstanding in their classes at colleges and universities where the Society has chapters.

Award recipients in each case are chosen by a committee composed of students, faculty, and professional SDX members.

Living Cheap But Good' new youth column by young author

"Living Cheap But Good", a weekly youth-oriented column by Martin Poriss, as launched by the Chicago Tribune-New York News Syndicate in April and is now running in about 60 newspapers across the country.

Poriss was in his sophomore year at Harvard in 1967 when he started research which led to writing a book titled "How to Live Cheap But Good", now in its fourth printing. At Harvard, he worked at assorted jobs from cab driver to bartender and also performed in chamber music recitals. He was graduated magna cum laude in 1970.

The syndicate calls Poriss "a creative infant all his 24 years" and associate editor Thomas B. Dorsey says that while not all readers will rise to every skinflint suggestion of Poriss, they'll find a sufficient number to make the column a bargain. Among Martin Poriss' pinchpenny topics are how to buy, or scrounge, used items—where to look for them, techniques for haggling about price and improvisations with recycled items; basic repairs for the apt and the inept with unusual uses for common items such as paper clips and hairpins.

His advice has included "Always haggle. You may not get anywhere, but I always do . . . But remember, the quiet 'e-twinkle-plus-smile' is worth far more than any brusque demand. . ."

In an early column on hunting used furniture, Poriss wrote that from teapot piano, he outfitted his entire apartment for \$150, and "had a lot of good, sometimes clean, fun on every hunting expedition."

The weekly column carries an illustration by Charles Hefling.

Editors, critics pick best' in tv films

TV Scout, a television preview service for newspapers from Newspaper Enterprise Association, has completed its fifth annual balloting among more than 1,000 television critics and editors to award best film and acting titles for the year.

Participating editors and critics picked Al Holbrook for best actor award for his role in "That Certain Summer", which won the best film award also. Best actress balloting was a tie with Helen Hayes and Doris Leachman honored for roles in "The Snoop Sisters" and "A Brand New Year" respectively.

Stereos halt talks with N.Y. papers

Stereotypers Union #1 this week broke off negotiations with the Publishers Association of New York on a new contract to place the one that expired March 30.

Ken Kahn, secretary of the Union, said a membership meeting would be held July 22 to decide on future action. The

Association bargains for the *New York Times*, *Post* and *Daily News*. The Union's action followed an all-day bargaining session with the publishers on July 10.

Four Chicago papers and printers sign two-year contract

Printers for Chicago's four daily newspapers have voted to accept a two-year contract which gives them wage increases and fringe benefits of \$34 a week. The increase would be paid over the two-year period.

The contract is retroactive to January 15. It affects 1,350 members of Chicago Typographical Union, Local 16, who work for the four newspapers.

In addition to fringe benefits, the contract calls for \$13.50-a-week wage increase, retroactive to January 15, and a \$14-a-week increase next January.

Current salary for Chicago printers is \$239 a week for day workers and \$249 for night workers.

Paper publishing despite typo strike

The *Painesville* (Ohio) *Telegraph* is continuing to publish despite a strike by Cleveland Typographical Union No. 53, representing more than 100 editorial, circulation and composing room employees, on July 6.

The union won a representation election about two months ago. A 41-6 vote on June 21 authorized the strike, the union said.

Robert Henry, general manager, said the newspaper has continued publishing and that there never was a union contract at the paper.

Kenneth L. Ramella, president of the local, said the union is seeking a starting salary of \$160 for reporters. The current starting salary ranges between \$90 and \$105 a week, depending on college training.

Storm hits pressroom

During the height of a sudden summer "monsoon" of rain, hail and near-60 mph wind gusts, a 6x10-foot glass window along the pressroom side of the Tucson Newspapers, Inc. building was shattered, embedding glass particles in the press on the subfloor while rain drenched the press roller.

Signs shield bill

Delaware Governor Sherman W. Tribbitt has signed a bill giving newsmen absolute privilege to refuse to reveal their sources in any judicial or investigative proceeding.

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Deaths

THEODORE H. BINGHAM, 47, former reporter and editorial writer for the *Springfield* (Ohio) *Sun* and former editorial assistant and editorial page editor of the *Dayton* (Ohio) *Journal*; July 3.

JOHN R. SCAMEHORN, 68, retired editor and general manager of the *Niles* (Mich.) *Daily Star*; July 3.

DOROTHY BOMBERGER, 75, former editor of the "Heigh-De-Ho" column written by and for local school children in the *Philadelphia Evening Bulletin*; June 26.

FRANCIS P. MURPHY, 77, retired managing editor of the *Worcester* (Mass.) *Telegram*; July 4.

PAUL S. HEDRICK, 85, retired oil editor of the *Tulsa* (Okla.) *Daily World*, who served as a consultant to the newspaper's oil department and who wrote a stamp and coins column until about three years ago.

JOSEPH L. MYLER, 68, retired Washington science writer for UPI who was a pioneer reporter on atomic energy and handled President Truman's announcement of the development of the atomic bomb during World War II; July 5.

JAMES R. RECORD, 87, associate editor of the *Fort Worth* (Tex.) *Star-Telegram*; July 1.

WILLIAM T. MCCARTHY, 65, retired news editor of the *New York Daily News*; July 4.

BONNIE BLANCHE BRADFORD, 62, co-publisher of the *Okarche* (Okla.) *Chieftain*; June 11.

GILBERT V. BAYMILLER, 69, retired executive vicepresident of the *Salinas* (Calif.) *Californian*; June 30.

DEAN S. ASHTON, 86, retired managing editor of the *Everett* (Wash.) *Herald*; recently.

ETHEL TAYLOR (MRS. FRANK BARNHISEL) retired women's page editor of the *Van Nuys* (Calif.) *Valley News*; June 12.

FRANCIS A. HART, 75, retired night editor of the Boston AP bureau who was formerly associated with the *Lawrence* (Mass.) *Tribune* and the *Lawrence Telegram*; June 20.

JAMES HAROLD NOONAN, 78, former assistant managing editor of the *Boston American*; June 21.

WILLIAM H. RADFORD, 71, retired reporter-photographer for the *Kansas City* (Mo.) *Star*; June 22.

WILLIAM B. ABBOTT JR., a former assistant managing editor of the *Tampa* (Fla.) *Tribune*; recently.

LOUIS NATHAN GOLDBERG, 81, retired publisher of the *Austin* (Tex.) *American-Statesman*; June 15.

ROBERT LINCOLN NICHOLAS, 61, chief copy editor at the *San Francisco Examiner*; June 24.

GWEN COWLEY, former fashion editor of the *Toronto Star* who worked for the newspaper for 43 years; June 28.

J. H. (JAKE) BUTLER, 79, retired executive vicepresident and general manager of the *Houston Chronicle*, the newspaper for which he worked for 55 years; June 20.

RICHARD W. ROPES, 68, former publisher of the *Woodlake* (Calif.) *Echo*; June 30.

WILLIAM G. WERNER, retired publisher of the *Alameda* (Calif.) *Times Star*; June 29.

MELVIN TYLER HUTCHINSON, 70, retired editor of the *Flagstaff* (Ariz.) *Sun*, and Northern Arizona University historian since 1966, when he retired after 20 years as director of public information and academic chairman of journalism; June 16.

EDGAR THOMAS "SCOOP" GLEESON, 87, retired managing editor of the *San Francisco Call-Post*, who wrote an exclusive account of the San Francisco earthquake and fire as a reporter for the *San Francisco Daily News*, the only newspaper to publish on April 18, 1906, the day of the disaster; June 29.

HOPE STRONG, 48, women's editor of the *Lima* (Ohio) *News*; July 8.

FREDERICK P. WALL, 57, publisher and editor of the weekly *Chicago Courier*; recently.

CHARLES HODEL, 84, conservationist and publisher of the *Beekley* (W.Va.) *Post Herald* and *Raleigh Register*, whose papers editorialized on forest conservation and the environmental damage wrought by strip mining; June 16.

LEE FERRERO, 53, former Korean War correspondent of International News Service and manager of INS bureaus in Chicago and Los Angeles; June 25 in El Paso, Tex.

GEORGE E. MELIN, 77, retired *Hartford* (Conn.) *Courant* advertising executive; June 2.

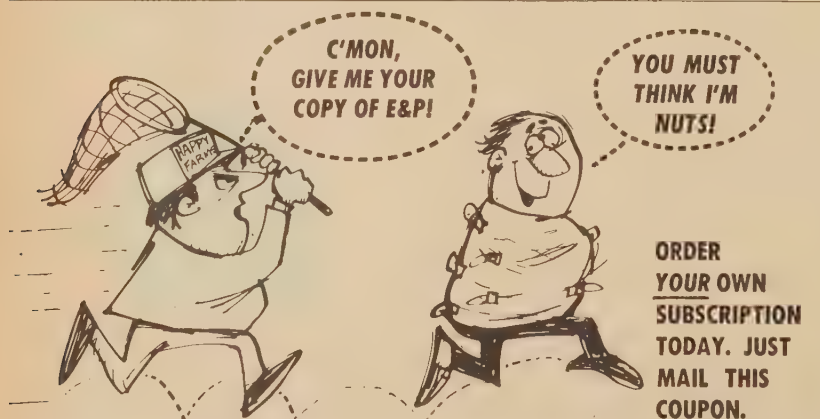
GORDON FULCHER, 64, founder, publisher and editor of the *Texas Star*, died in Austin; June 24.

Coos Bay World sold to Scripps

Sales of all the outstanding stock in the *Coos Bay-North Bend* (Ore.) *World* to Scripps League Newspapers, Inc. was announced July 2.

Richard K. Larson has been named publisher of the *World*. For the past two years he has been on Scripps League's Swift Division staff in Napa, Calif. Department heads and all other personnel will continue to function under the new management of the newspaper.

Sale of the *World* marks the end of a 43-year ownership by the Sackett family. Sheldon S. Sackett purchased the *World*, then called the *Marshfield Times*, and later the *Coos Bay Times*, in 1930. He remained its editor and publisher until his death in 1968.



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Promotion

By George Wilt

LOTTERY CONTESTS BUILD CIRCULATION

Whether you approve of State lotteries as public fund-raisers or not, you'll have to admit they've provided two Hearst newspapers with successful circulation builders.

Reader contests based on the Maryland lottery are building circulation for the *Baltimore News American*, while the New York lottery provides the basis for two contests at the *Albany Times-Union* and *Knickerbocker News-Union Star*.

As the success stories from Maryland and New York get around, newspapers in their states that operate lotteries are taking a hard look, and planning their own contests.

Heard opportunity knock

When Maryland started its lottery on May 24, William T. Ruckle, circulation director of the *Baltimore News American* heard opportunity knock. Coincidentally with the first drawing in his state, the *News American's* "Lucky Losers Lottery" got off the ground, offering holders of losing tickets a second chance. Promotion in the papers, on busses and taxi tops admonishes disappointed players not to throw their losing tickets away. "Look in the *News American* for a better break," a widely-distributed tabloid said.

The game procedure in Baltimore is a simple one. Each day except Saturday, 50 computer-selected random numbers appear in the newspaper. They are designated for cash awards ranging from \$10 to \$100. A \$500 bonus prize appears from time to time on days rotating through the week. To qualify for a prize, the reader needs only to present his ticket for payoff at the newspaper's offices.

Response immediate

"Response was immediate," said Ed Freeman, promotion director.

The *News American* reaped instantaneous and substantial circulation gains, both daily and Sunday.

This fact was not lost on the fiercely competing SUN papers, which shortly decided upon defensive action. Editions of the Sun picked up the *News American's* numbers, publishing them in all three of their publications, and directed their readers to the *News American* for pay-off. Referring to their action as a "public service" the Sunpapers also publish winning numbers in the lotteries of Maryland and adjacent states.

The *News American* distributed 250,000 copies of a black-and-yellow four-page tab, headlined: "Save your lottery tickets for a better break," illustrated with a big fishbone. Cover copy tagged the contest as a "\$100,000 Lucky Losers Lottery." Inside copy points out that the *News American* puts out 51 prizes every day (except Saturday), 307 prizes a week, totaling \$7,700 each week. Page two includes a home delivery coupon, and the back page gives complete lottery rules.

On the first Sunday of the Lucky Losers, the *News American* used a full page to announce the winners, featuring photos of 17 winners. An extensive cam-

paign of in-paper ads continues to promote the contest.

Two contests in Albany

In Albany, N.Y., Capital Newspapers, a division of the Hearst Corp., is employing two contest related to lottery tickets as circulation builders.

The Sunday Times-Union is offering "Lucky Day" with 600 state lottery tickets given away weekly following a drawing.

The Knickerbocker News-Union Star, the afternoon newspapers, are making New York State Lottery ticket losers happier. Each day, except Sunday, the paper publishes 50 losing lottery numbers. Prizes in denominations of \$100, \$50, \$25, and \$10 are distributed.

AC-QUIS-I-TIVE—The *Detroit Free Press* drives home the message that it has an "acquisitive" audience by mailing a copy of Webster's New School & Office Dictionary to advertisers and agencies, along with a die-cut brochure that tells

about its readers in the 18 to 49 year old adult age group, described as "eager to acquire" and "good at getting and holding wealth." The brochure quotes the latest Simmons Local Index, tells about Free Press readers purchases and provides other facts. The dictionary, of course, has a special promotional cover.

* * *

ALLEGHENY-KISKI VALLEY—*Valley News-Dispatch*, New Kensington, Pa., has issued a 62-page presentation on its primary market. Based on 400 interviews, extensive analyses of media coverage and comparative economic factors, the presentation includes detailed data showing "where, when and why" primary market customers shop for eleven individual products and services. Other facts included are demographic characteristics and newspaper reading habits, "exposure" to all major media, auto ownership and economic growth.

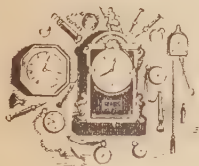
For copies of the presentation, contact: C. George Shannon, senior vice president, Mathew, Shannon & Cullen, 435 N. Michigan Ave., Chicago, Ill. 60611; or Jack Rehak, advertising director, Valley News Dispatch, P. O. Box 680, New Kensington, Pa. 15068.



PEONY PICKERS—Garden editors who served as judges for the American Peony Society Show, shown left to right, are: Gerald Van Ryzin, Milwaukee Journal; Art Kozelka, Chicago Tribune, and Eldred Green, Chicago Sun-Times. Far right is show-co-chairman, Joseph Glocaka, a member of the Journal Company's special events department.

FEATURES AVAILABLE

ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

CONTESTS

PLAY "NAMES" IN YOUR NEWSPAPER. The new people-pleasing fun game for all ages. Readers use their own names to play this fascinating, addictive, computerized, alphabetical take-off on "Bingo"! Implement for Reader Interest, Circulation, Merchant Tie-In, etc. (Let us help you count the ways!) Send for sample package: NUWORD GAME INC., BOX 413, SOUTHWFIELD, MICH. 48075.

GENERAL

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SPORTS EDITORS: Here are five unique sports features available weekly. 1. Sports Scramble 2. Sports Flashback 3. Sports Quiz 4. You Be The Official 5. The Record Makers. Two pro sports writers, pooling their years of experience, will send you samples immediately of features that will win more readers at a price every editor can afford. Write P & B Sports Features, Box 1146, Editor & Publisher.

TRAVEL

YOUR WEEKLY TRAVEL and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

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Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (no abbreviations)

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Air-mail service on box numbers also available at \$1.00 extra

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3-weeks\$1.70 per line, per issue
2-weeks\$1.80 per line, per issue
1-week\$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50¢ per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

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The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.45 per agate line—\$48.30 per column inch minimum space.

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Western, Mid-Western Newspapers
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Rocky Mountain Newspapers
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(303) 279-6345

NEWSPAPERS BROKED. Bought and sold. Robert Cunningham, President, United Communications, Inc., P.O. Box 1029, Georgetown, S.C. 29440. Tel: (803) 546-5685.

OFFSET WEEKLY, ZONE 1, QUALIFIED BUYERS ONLY, PLEASE.
BOX 1075, EDITOR & PUBLISHER.

LETTERPRESS WEEKLY exclusive in two counties, stable growing agricultural area, excellent climate in the great Southwest; average gross above \$70,000, good growth potential, publisher retiring. Deal direct, terms negotiable. Box 1163, Editor & Publisher.

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NORTHERN MICHIGAN WEEKLY shopper/newspaper, comes in prosperous year-round community. Job Shop included. Total gross \$225,000. Full particulars to qualified buyers. Box 1169, Editor & Publisher.

ANNOUNCEMENTS

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EXPERIENCED NEWSMAN seeks small daily. All areas considered. Box 1143, Editor & Publisher.

INTERESTED IN PURCHASE of weekly newspaper in \$125 M plus gross in Zone 4 or lower part of Zone 3. Write Fred R. Vice, P.O. Box 111, Louisville, Miss. 39339. Call (601) 773-3481

PERIODICAL SUBSCRIPTIONS

SEMINAR, a Quarterly Review for Journalists by Copley Newspapers. "Seems to be trying hardest to find a middle ground in reference to the old adage that 'nothing is ever right about the newspaper business in the Columbia Journalism Review and nothing is ever wrong about it in Editor & Publisher'."—Martin S. Hayden, editor, The Detroit News. Sample copy free. Special introductory offer, one year (four issues) \$2, one-third off regular \$3 price. Box 1530-E, La Jolla, Calif. 92037.

FREELANCER'S NEWSLETTER: the semimonthly forum where publishers announce their needs for freelance help on editorial/graphics projects. An invaluable tool for writers, artists, editors, photographers, indexers and all who freelance in publishing. \$16.00 yearly. New Subscription Department, 250 W. 57th St., New York, N.Y. 10019.

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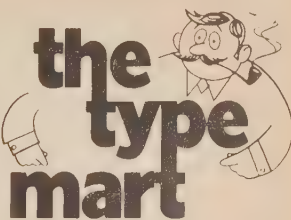
GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justowriters, used Compugraphics, Fototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm QMK, ATF, Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

FRIDEN JUSTOWRITER SET: puncher, reader, custom desks. Excellent. Cost over \$6000 now. \$2800. Citizens Free Press, Suffolk, Va. 23434.

1 IBM ELECTRIC COMPOSER, 1 IBM console, 1 IBM reader, 1 IBM model 5 electric typewriter. \$100,500. Call Bill Spear, (201) 696-3000 or 697-8907

MACHINERY & SUPPLIES

COMPOSING ROOM



Here's a sampling of great buys on pre-owned graphic arts equipment traded-in on new Photon phototypesetters. We have a large selection of hot metal, photocomp, computers and strike-on equipment available at the lowest prices anywhere. If you like what you see, call Harvey Brown. If you would like something you don't see, call Harvey anyway. His number in Wilmington is 617-933-7000

PHOTON SPECTACULAR SALE

This month we are offering all Photon equipment at spectacular prices. Nothing can compare to the capabilities of these machines at the prices listed

Take this opportunity to get into photo-comp add more equipment or move up. At these prices obsolescence is no danger. These units will probably bring higher prices than this years from now

200-B	Admaster	\$10,000 00
560	Displaymaster	10,000 00
713-5A	Textmaster	5,000 00
713-5B	Textmaster	7,500 00
713-10	Textmaster (8x8)	10,000 00
713-20	Textmaster (100 l.p.m.)	12,000 00
713-100	Textmaster (200 l.p.m.)	15,000 00
713-200	Textmaster (200 l.p.m.)	17,500 00
Keycomp 5	Perforating Keyboard	2,500 00
Keycomp 10	Perforating Keyboard	5,000 00
Keycomp 100	Perforating Keyboard	1,995 00
Keycomp 200	Perforating Keyboard	3,995 00

All units carry 120 day parts warranty and can be installed by factory trained personnel for a minimal charge. All prices are to b Wilmington Mass., and subject to prior sales. Leasing and rental terms are available

PHOTON
WORLD LEADER IN PHOTOTYPESETTING
Special Products Division

355 Middlesex Avenue, Wilmington, Mass. 01887
Telephone (617) 933-7000

MACHINERY & SUPPLIES

COMPOSING ROOM

JUSTOWRITERS — COMPUGRAPHIC
All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

ALL MODELS

Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church St., N.Y.C. (212) 964-1370.

GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justowriters, used Compugraphics, Fototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm QMK, ATF, Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

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1 IBM ELECTRIC COMPOSER, 1 IBM console, 1 IBM reader, 1 IBM model 5 electric typewriter. \$100,500. Call Bill Spear, (201) 696-3000 or 697-8907

ENGRAVING

LETTERFLEX I PLATEMAKING SYSTEM

In better condition than the day it was installed. All the latest modifications, spare parts included. \$42,500. Contact J. A. Bradley, York Daily Record, 31 E. King St., York, Pa., 17405, or phone (717) 854-3831.

FOR SALE: 2 DP 4.20 Tasope Etching Machines, 30" x 40" double truck 300 Liter, including compressor for 7½ ton water cooled unit, 1 Tasopneumatic Acid Dispenser Model 80M, 1 Brown Stainless Steel Sink Model WAB 21 36"x48"x10", 1 Master Stainless Steel Sink 48"x38"x10", 1 Ball Automatic Pollution Control System Model PCS-2500. Going to a plastic plant. All items just one year old and in exceptional condition. You'll never find a better buy. Priced to move quickly. Call Tom Bogardus, Business Manager, Palo Alto Times, P.O. Box 300, Palo Alto, Calif. 94302. (415) 326-1200.

MACHINERY & SUPPLIES

MAILROOM

FOR SALE

Automatic Saxmayer twine-tying machine, model S1500 pusher for right-handed turn from conveyor stream, warranted, operative, used 3 1/2 years, spare knitter head, spare parts kit, surplus twine, less than 50% new price, available now, \$1,600. FOB North Platte Nebraska. Contact Dick Downing, North Platte Telegraph, 815 E. 5th St., North Platte, Nebraska 69101, Tel. (308) 532-6000.

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

MISCELLANEOUS

4 UNIT GOSS UNITUBULAR with 50 hp main motor; 4 unit Duplex Tubular with 40 hp plus stereo equipment including Goss Roll-O-Mat molder, 2 Sta-Hi mat formers, 2 1/4 ton melting pot with vacuum casting box, Goss plate finishing machine and Sta-Hi plate router as well as Hammond flat casting boxes, Monomelt flat shaver, flat routers, stereo saw, etc.

All located and operating at The Lethbridge Herald, Lethbridge, Alberta, Canada. Please direct inquiries to T. H. Adams, General Manager.

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025, (213) 474-6525.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:

PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

PRESSES & MACHINERY

AVAILABLE NOW

1967 Five Unit Color King with heavy duty Jaw Folder and 40HP drive. Includes ink system, power lift, Baldwin water pots, plate jig and compressor.

Capeo 72" Rewinder (40" diameter) Like new—4 years old.

Cream Puff—Wood Twin Plate Router. 2 1/2" cut off, 1/4 plate thickness.

Twin Sta Hi Plate Router 22 1/2" standard.

Color deck—22 1/2".

Balloon formers—22 1/2".

3—Light Touch (green) Fairchild perforators.

2 Model D Autosetters (Star).

AVAILABLE—AUGUST 1974

10 Units Scott—22 1/2" cut off, built 1959, 6 Color cylinders, 2 Imperial 3 to 2 folders, double width, all units reversible, 24 color positions 8 of which are 3 colors.

UNIVERSAL PRINTING

EQUIPMENT CO., INC.

Lyndhurst, N.J. 07071
(201) 438-3744

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price, FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

GOSS MARK I HEADLINER 4 units, 23 1/2" cutoff. Wood Reels, tensions, stereotyping equipment, 32 saddles for direct printing. Priced to move at \$80,000. Available 90 days. Box 1155 Editor & Publisher.

MACHINERY & SUPPLIES

PRESSES & MACHINERY

WEB PRESS TRADE-INS

Color King—1965
II Unit Press complete—\$34,000
III Unit Press complete—\$49,000
IV Unit Press complete—\$64,000
V Unit Press complete—\$79,000

II Unit Pacer 36—New in 1969—Rebuilt by Web Press Corporation, complete with heavy duty half-quarter double parallel commercial folder, 40hp DC drive—\$42,000.

II Unit Thatcher—Rebuilt 18 months ago by Web Press Corporation, including new helical gears, complete—\$30,000.

Rebuilt Color King units and roll stand—\$15,000.

Econ-O-Web perfecter press, one to eight units available for immediate installation. We will take your trade. Send for our complete new and used equipment list, and the dealer nearest you.

WEB PRESS CORPORATION
200 S.W. Michigan Street
Seattle, Washington 98106
(206) 762-6770

3 SETS OF Y COLUMNS with RTP's for Goss Urbanite press. Box 1052, Editor & Publisher.

GOSS URBANITE, 6 units, excellent condition.

GOSS SUBURBAN, 6 units, new 1969.

COTTRELL V-15A, 5 units, new 1968, with folder.

COTTRELL 4 unit V-15, excellent condition.

ROYAL ZENITH Zephyr, 2 unit with folder.

URBANITE QUARTER FOLDER Will guarantee, like new. Also

COLE Model 108 quarter double parallel folder with cross perforator, new in 1965.

IPEC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

GOSS METRO 8 unit, 2 color decks. 8 unit Urbanite, complete with folder. Box 1120, Editor & Publisher.

GOSS 16 PAGE UNITUBE letter press newspaper press with related equipment, excellent condition. Hammond stereo equipment, Sta Hi Master Mat Former, Richards multiform router, Hamilton 20 page power storage cabinet, Daily Sentinel Tribune. Bowling Green, Ohio (419) 352-4611.

STEREOTYPE

WOOD SUPERMATIC, 1965, serial number 3632. Right hand, 22 1/2" cut off, \$10,000 FOB our plant. Contact Magnus Smith, Independent Press-Telegram, Long Beach, Calif. 90844. (213) 435-1161.

GIANT MAT ROLLER, Sta-Hi Master Former, Hoe table and trimmer, Sta-Hi rotary shaver, Nolan full page supercaster, Sta-Hi Master Router, Auto-former Vac Plate, etc. Also Sta-Hi Finaltrim, 2 Goss plate perfectors, 2 Goss Tension Millers.

CHIPPING BLOCKS, 3-ton Kemp stereo furnace, 5-ton Kemp stereo furnace, side panels for 8-ton furnace, Sta-Hi Master Former, Hoe saw table and Mondrake trimmer, dry air pump, chute guards on melting furnace, spare air clamp for Tension Miller, Wesel radial arm router.

Contact Wally Cooper, the Journal Times, 212 Fourth St., Racine, Wisc. 53403. Telephone (414) 634-3322.

WANTED TO BUY

WANTED

COLOR HUMPS or complete COLOR UNITS for Hoe straight-pattern double-width press. 22 1/2" cut-off, 60" stagger, either impression. Need ink rails, etc., also, Box 1092, Editor and Publisher.

MACHINERY & SUPPLIES

WANTED TO BUY

WANTED:

Digital PDP-8 Typesetting Computer. Call Mr. Sterne (513) 984-0710

NEWSPAPER SERVICES

ADVERTISING DISPATCH

DISPATCH PROBLEMS? HANSystem has been solving them for years. 3444 Country Club Dr., Medina, OH. 44255.

PRESS ENGINEERS

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J. 07307
(201) 659-6888

PRESS TIME AVAILABLE

PAPER AND PRESS TIME available in Zone 2 SDN, Wappingers Falls, N.Y. (914) 297-3723.

Help Wanted...

ACADEMIC

TWO MASS COMMUNICATIONS teachers needed—one in news-editorial, the other in broadcasting—to begin in September in a growing program. Media experience, Master's degree and personal initiative are basic. Salary range from \$11,000 to \$13,000 for nine months, plus excellent benefits. Women and minorities welcomed. Write Chairman, Journalism Department, Mankato (Minn.) State College 56001.

WICHITA STATE UNIVERSITY has a one year temporary appointment open for August. Person should have at least 10 years professional experience as a working journalist. Salary and rank depend on qualifications. Communication law, news photography, radio-television. Contact Dr. Loyal Gould, Dept. of Journalism, Wichita, Kans. 67208.

MADISON COLLEGE in the Shenandoah Valley, Harrisonburg, Virginia, is looking for a person to teach courses in journalism and freshman writing. Ph.D. desired, but M.A. with at least five year's professional journalism experience acceptable. Send resume, references to William McMurray, Head, English Department, Madison College, Harrisonburg, Va. 22801. Madison College is an affirmative-action equal-opportunity employer.

ADMINISTRATIVE

WANTED: Aggressive publisher for large weekly offset newspaper in Mid-South. Fast growing area near metropolitan city. Send resume with experience and qualifications to Box 1091, Editor & Publisher.

PERSONNEL EXECUTIVE

SUBSTANTIVE NEWSPAPER Labor experience plus working knowledge of newspaper operations plus broad personnel background, equals rare opportunity for the individual able to provide wide range of top level guidance and assistance on labor matters including corporate labor strategy, negotiations assistance, and program development. Special project assignments would include management development and long term personnel planning. Would also involve supervising personnel responsible for on-going programs. Position require minimum 7 to 10 years experience. Excellent salary. Generous benefits. Some travel. Send detailed resume and salary requirements to Box 1176, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

MANAGEMENT PERSONNEL

BUSINESS MANAGER \$40-45,000
Report to general manager of this large metropolitan daily newspaper. Must have proven management record with strong background in advertising, promotion, and circulation.

ASSISTANT VICE PRESIDENT OPERATIONS \$30-35,000
Should have background with potential to grow into general management. Experience in data processing systems highly desirable.

PRODUCTION MANAGER \$30-35,000
Candidate must have strong background in running large union operation. Located in western part of country.

ADVERTISING DIRECTOR \$18-22,000
Located in Zone 2. Report to general manager of this medium sized daily newspaper.

PROMOTION MANAGER \$19-23,000
For large daily newspaper in zone 5. Establish program to utilize other mediums for promotional campaigns.

CIRCULATION MANAGER \$20-25,000
For 100,000 plus daily newspaper in area 3. Must have good promotional skills.

MAILROOM SUPERINTENDENT \$17-20,000
For large daily in area 2. Must know automation and have experience dealing with unions.

COMPOSING ROOM FOREMAN \$16-18,000
For large daily newspaper in area 4. Report to production manager and must have background in cold type.

ASSISTANT PRODUCTION MANAGER \$22-28,000
For large eastern daily newspaper. Will have total responsibility for shift operation.

COMPOSING ROOM FOREMAN \$18-22,000
For West Coast daily newspaper. Must have cold type background with proven record of labor relations management.

PRESSROOM FOREMAN \$14-16,000
For medium sized daily in zone 2. Report to production manager of this union shop.

PRODUCTION ENGINEER \$14-16,000
For large midwestern daily newspaper. Staff position, reporting to production manager with heavy responsibility for long range planning of new composing

ASSISTANT PRODUCTION MANAGER \$10-14,000
Prefer college graduate with minimum of two years experience in production. Position has good growth potential.

INDUSTRIAL ENGINEER \$16-19,000
Corporate staff position with large newspaper chain. Work on many different projects in all areas of operations.

Write:
GORDON WAHLS CO.
33 W. 2nd St., Media, Pa. 19063

BUSINESS MINDED PUBLISHER for medium sized, well established newspaper in growing Mid-Atlantic market. The person we seek is profit oriented, strong on expense control, administration, organization and sales development. Great opportunity to set a good track record that will produce its own fine horizons for personal advancement in both responsibilities and compensation. Box 1155, Editor & Publisher.

WE SEEK a profit minded executive to participate in top management of new and growing newspaper group with eastern headquarters. Editorial experience is secondary to publishing, production, financial control, handling people and evaluation of properties. This is a unique opportunity for an ambitious professional to work on a broader scene as we acquire and run good newspapers. Box 1150, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

RAINING MANAGER—Zone 2 daily seeks an experienced, energetic training manager to analyze training needs, and implement programs geared to management and employee skills development.

This individual should possess a minimum of 5 years industrial experience with an in-depth knowledge of modern training methods and techniques. Salary commensurate with experience. Send resume outlining salary progression. Box 1100, Editor & Publisher.

ADVERTISING

ADVERTISING MANAGER for new and growing metropolitan newspaper. Contact The Daily News, Box 1466 Green Bay, Wis. 54305

CARTOONIST

CARTOONIST-GAG WRITER to ghost successful internationally syndicated comic panel. Send samples and return postage. Box 1123, Editor & Publisher.

CIRCULATION

LARGE MORNING and Sunday in one 2 seeks an experienced home delivery specialist as possible assistant circulation manager. This is a rare opportunity for person who feels qualified for future circulation manager position with one of the largest publishers in the U.S. Send complete resume to Box 1119, Editor & Publisher.

ASSISTANT CIRCULATION MANAGER for growing Zone 3 morning paper. Must be strong on promotion, familiar with ABC and good with adult and young carriers. Must be District Manager on larger paper or Circulation Manager on small one. Box 128, Editor & Publisher. All replies in confidence.

CIRCULATION MANAGER

needed to meet the challenges of a high-growth area. Next 5 years should see circulation grow 26%. Energetic, goal-oriented person needed who can conceive, plan, organize, manage and implement the staff, sales and distribution programs necessary to meet the challenges offered. Individual must be very strong in human relations and able to plan for and motivate people to their utmost ability.

Our afternoon offset daily, nearing 20,000 circulation is located in excellent Zone 4 community.

Position offers unusual opportunity for personal and professional development, achievement-oriented pay and excellent company paid benefits.

If you want to learn more about this challenging and rewarding opportunity, send us your resume describing yourself, experience, salary requirements and availability for interview at our expense. If you're truly interested, we want to see you and for you to see us, our paper and our market.

Box 955, Editor & Publisher

OPPORTUNITY with a good future starting as Home Delivery Manager. Must have supervisory experience and be thoroughly schooled in a district manager/carrier-type organization. Area 9 newspaper is re-organizing and offering good, solid future, company car, excellent employee benefits including retirement program, good starting salary. Box 1134, Editor & Publisher.

CIRCULATION MANAGER

24,000, 6-day PM, 400 carriers, located in Zone 1. Growth potential now. Good salary with incentive. Must be aggressive and experienced in carrier management and promotion. Must have background of sales accomplishment plus ABC experience. Should be strong in systems and procedures. Send complete resume with references to Box 1074, Editor & Publisher.

HELP WANTED

CIRCULATION

SMALL PACIFIC NORTHWEST daily is looking for a circulation manager. If you are second, or even third, on a growth-oriented circulation staff this could be your best opportunity. Potential here for substantial growth in circulation and for promotion to higher levels within a moving organization should you succeed. We need someone who can direct sales and organize our carriers so that customer service is no problem. If you like outdoor recreation, we are in the heart of some of the best. Resume in strict confidence to Box 1094, Editor & Publisher.

LARGE GROUP of Suburban Weeklies—Zone 8—(80,000 net paid) desires to introduce voluntary paid in untouched booming areas of private dwellings and apartment units. Voluntary paid experience a must. Good starting salary, car allowance, bonus arrangement, many fringe benefits. Applicant accepted will report directly to Circulation Director. Opportunities for advancement are unlimited. In strict confidence to Box 1116, Editor & Publisher.

ALAMOSA (COLO.) VALLEY COURIER—A 5-day, 5,500 circulation evening paper. Isolated market in the heart of the Rocky Mountains. Beautiful, growing area, ideal for outdoor activities including hunting, fishing, skiing, etc. 4-year state supported college. Supervise 33 carriers, 2 motor routes and large mail circulation. Top award-winning offset product you can be proud to sell. Pay to \$11,000 annually combination salary and bonus for the special person to handle this job. Mail particulars to Ken Green, Publisher, The Valley Courier, P.O. Box 1099, Alamosa, Colo. 81101 or call (303) 589-6661.

SUPERVISOR

Aggressive Midwest (MES) newspaper has opening for two Supervisors. Must be familiar with Little Merchant plan. Sunday only motor routes and agency operation.

Excellent opportunity for individuals with leadership ability wanting to advance in circulation field.

Good starting salary; excellent company benefits.

All replies held confidential
Box 1167
Editor & Publisher

Single Copy Sales — \$14-15,000

Major Metropolitan Zone 2 newspaper seeks second person to assist us in our continued growth. Should be familiar with all methods of street sales. Write stating background and salary history. Box 1156, Editor & Publisher.

An Equal Opportunity Employer, M/F

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER

We need a proven sales person/administrator to meet the challenges of classified sales on New England's fastest growing daily newspaper. Must be an ad producer, handle telephone training and sales, organizer, promoter and manager. Excellent salary, incentives and fringe benefits. Above average opportunity to move with a fast moving organization. Submit your resume and record of lineage accomplishments to Box 1109, Editor & Publisher.

CLASSIFIED ADVERTISING SALES

One of Fairfield County's (Conn.) leading dailies has need of 2 Classified Display outside salesmen to expand their rapidly increasing market area and to tap heretofore untapped areas.

ALL MAJOR COMPANIES PAID BENEFITS

Write, stating salary expected, to: James Queening, CAM, Advocate, Stamford, Conn. 06904

HELP WANTED

DISPLAY ADVERTISING

MIDWEST DAILY with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be moving to General Manager's position with one of our papers in the next year. We need an enthusiastic replacement who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience, \$18,000 plus to start. Advertising Director job pays \$24,000 plus. Send resume to Box 808, Editor & Publisher.

MID-AUGUST OPENING for an account man. Salary and commissions should average \$575 monthly to start... you go from there. Central Illinois 7-day paper of 40,000 circulation. Send full resume to box 1138, Editor & Publisher

AN ESTABLISHED growing territory is open on the staff of The Journal Messenger, Prince William County's tri-weekly community newspaper. Position offers base salary plus incentive for expanding sales. Good company benefits with car allowance and pleasant working conditions. Outstanding opportunity for individual capable of organizing his time, understands advertising sales and can make a good impression. Send letter/resume to Advertising Director, The Journal Messenger, P.O. Box 431, Manassas, Va. 22110.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now, Area 6. Send references to Box 740, Editor & Publisher.

WANTED: DISPLAY SALESMAN to join a small aggressive Midwest daily. Complete offset plant with newest equipment. An excellent opportunity for a self-starter willing to learn. Must have ambition to succeed and desire more money for conscientious effort. Salary plus liberal commission, mileage, fringe benefit package. Send resume with earnings required to Box 1122, Editor & Publisher.

WE HAVE A PERMANENT SPOT for an experienced display salesman who likes to live in big space as well as sell big space. Alaska's biggest city has everything and enjoys surroundings of woods, wildlife, rivers, lakes, mountains, valleys and good people who are enjoying all these good things. Write Vic Hussey, Anchorage Times, Box 40, Anchorage, Alaska 99510.

ADVERTISING SALES

Business Publishing Company has openings in its advertising staff. This is an excellent opportunity for someone who has been second or third person on larger staff to move up.

Essentially, you would work closely with the publisher of two outstanding business magazines in advertising sales. The publisher himself is a selling publisher, not merely a management executive.

The sales job is both national and local. Phone, travel, sales letters and other sales promotion materials are all used.

Yes, the business is here; we need an individual with energy and initiative to go after it—should be willing to relocate.

Send resume with telephone contact in confidence to Box 1142, Editor & Publisher.

AGING OWNER - PUBLISHER, 44-year-old community weekly in South's major field, wants editorial, advertising help. Paper doing about \$200,000, potential 1 million. If given right individual will sell substantial, possibly control, in 12 to 18 months. This ad is for persons with good jobs but advancement soon not likely. Editorial person must make up Page One, write well and be capable soon to direct staffers. Ad man must have sales experience in handling large retail accounts as well as handling solicitors. Box 1157, Editor & Publisher.

HELP WANTED

EDITORIAL

COPY EDITOR

Experienced newspaper copy editor needed for quality conscious Georgia AM daily. Must be able to put spark in copy, write snappy heads and demonstrate imaginative layout ability. Good opportunity for advancement. Salary negotiable, excellent fringe benefits. Only Southeastern residents need apply. Send resume to Max Roberts, The Columbus Enquirer, P.O. Box 711, Columbus, Ga. 31902.

EDITORIAL person for newly created position as Assistant to the director of the Communications Department of the National Catholic Reporter Publishing Company. Department now publishes a liturgy service and a ministry newsletter, and produces audio-cassettes. Other projects pending. Opportunity for responsible person with strong editing skills, writing ability and, preferably, some background in religious education. We are looking for a self-starter who can come up with ideas and implement them in both print and audio media. Send resume, salary expectations and writing samples to: Mr. Terry F. Brock, NCR, P.O. Box 281, Kansas City, Mo. 64141.

NEWS EDITOR

Thoughtful hard working pro sought by progressive 25,000 PM daily in pleasant Ohio city of 45,000. Right person cares deeply about a quality news operation and can draw superior performance from a young and able staff. Write Bill Rogers, Managing Editor, The Advocate, Newark, Ohio 43055.

COPY EDITOR

South Florida AM daily needs two copy editors who can professionally edit and write bright heads. Must know layout and be willing to learn. Resume to Managing Editor, Sun Sentinel, P.O.

COPY EDITOR

Do you have 1 or more years of copy desk experience? Are you able to edit copy sharply, write accurate and lively heads and layout pages?

If you answered "yes" to those questions, we have an opportunity for you on our 19,000 circulation, 6-afternoon offset paper. We are located in a friendly city of 35,000 in a rapidly growing area.

Salary commensurate with your ability, plus excellent company paid benefits. If you'd like to come and grow with one of the Southeast's most progressive newspapers, please contact Jack Hildebrand, Evening Herald, P.O. Box 11707, Rock Hill, S.C. 29730. Phone (803) 327-7611.

MANAGING EDITOR

Great opportunity for aggressive newsman with 6-8 years experience in the newspaper field. We are the daily evening paper (award winning), and we want an organizer who can train, direct, and lead a young, enthusiastic 5-man staff. Local news is our strong point. Sense of humor, ability to deal with all kinds of people and situations like of smaller communities a necessity. (Our circulation is 6,000). We are in northern Illinois—close to Chicago and Milwaukee. Paid holidays, vacation, Profit Sharing, Insurance part of the firm's. Contact Patrick B. Mattison, 401 Whitney Blvd., Belvidere, Illinois 61008 by letter.

CITY EDITOR needed for 60,000 circulation daily in Midwest capital city, college town. Excellent opportunity for advancement. Some management experience necessary. \$24,000 salary. Send resume and picture to Box 1117, Editor & Publisher.

REPORTER with experience covering city-county government for morning-afternoon daily newspapers. Contact Robert Lee, News-Eagle, Box 312, Enid, Okla. Ph: (405) 233-6600.

PERSON NEEDED with weekly skills desiring to learn more. Community paper, equal opportunity low pay. Lancaster Independent Press, Lancaster, Pa. 17604

HELP WANTED

EDITORIAL

REPORTER to cover outside general news and photo assignments. P.O. Box 1486, Jupiter, Fla. 33458.

\$25,000 A YEAR... that's what we're offering for the best newsmen or women in America. To earn it, you must be able to find and develop feature ideas with popular appeal, assigning and directing the world's top staff and freelance reporters. If you have good newsgathering experience, and are prepared to work hard in a pleasant office in the Florida sunshine, write: The American Enquirer, Inc., P.O. Box 3815, Lantana, Florida 33462

BUSINESS PAPER JOURNALISM

This is a combination position which should be very attractive for the individual who likes to divide the time between the desk and the field. It offers considerable variety of activity and interesting travel.

Essentially, the job may be considered in two parts: (1) EDITORIAL AND (2) ADVERTISING SALES.

In both areas, the field editor is, for the most part, dealing with the same people.

For example, the assignment may be to develop an article on a newly-launched vessel, including photography, and to discuss and develop advertising programs with the builders and equipment suppliers.

Work would take you throughout the coastal fishing states. In the office, details would consist of writing and coordinating field work.

QUALIFICATIONS:

The field editor must be a self-starter. Must organize assignments on own initiative in many cases and do followup work wherever necessary.

Must be able to use a camera to provide effective photos for both editorial and advertising use.

This ad produced once—now we're looking for a second field editor.

Write to Mr. Maloney, P.O. Box 52288, New Orleans, LA 70152

PUBLIC COMMUNICATIONS/EDITOR \$13,000-\$17,000. Experienced person needed for public communications activities of independently funded citizens environmental organization, includes writing/editing monthly environmental newspaper. Knowledge New York City government and environmental experience preferred. Send resume and writing sample to Council on the Environment of NYC, 51 Chambers St., Room 228, New York, N.Y. 10007.

NEWSPAPER ASSOCIATION MANAGER

News, advertising, promotion or association experience could qualify you as replacement for long-time manager of nation's oldest and largest regional association of daily newspapers. Present manager retiring. Apply to Inland Daily Press Association chairman, W. G. Wheeler, South Bend (Ind.) Tribune, South Bend, Ind. 46626

COPY EDITOR. Daily newspaper experience. Must be U.S. citizen. Three-year contract. Starting salary \$11,614 per year plus small housing allowance. Group insurance, retirement, medical benefits, PX and commissary privileges. Transportation provided for family, furniture and car. Upon receipt of letter and resume we will forward official application blank and details on working conditions in Japan. Send letter and resume to Managing Editor, Pacific Stars and Stripes, (Tokyo, Japan) APO San Francisco 96503.

UNITED METHODIST PUBLICATION seeks writer with knowledge of the denomination. Layout and editing experience helpful. Some travel. Send review of relevant experience and salary requirements to Box 1168, Editor & Publisher.

MANAGING EDITOR for company which publishes 3 award winning weekly newspapers. Prefer someone with proven ability to motivate people. Write Publisher, Box 1510, East Lansing, Mich. 48823.

EDITORIAL

HELP WANTED

SPORTS EDITOR for 4,500 daily. Will consider beginner with camera know-how. Tell all in letter. Keith Kemper, Times-Herald, Alliance Nebraska 69301

EXPERIENCED REPORTER. Minimum five years with small, medium daily. Send complete resume to Editor Tom Mullen, The Lima News, 121 East High St., Lima, Ohio 45802.

MANAGING EDITOR

WE ARE LOOKING for an experienced news man to lead and further stimulate a professional 17 member staff in the development of its talents. Although our own community receives top priority coverage, our influence reaches beyond the city. To the person with imagination, energy and proven management ability we offer:

1. The number one spot on a well established, respected newspaper group providing the city's liberal voice.
2. Full editorial responsibility and a salary to match, including excellent fringe benefits.
3. The opportunity for real accomplishment—where your talents can be expanded and your goals achieved.
4. A medium sized midwestern city that's ideal for raising a family.

Send resume in confidence to Box 1171, Editor & Publisher.

EDITORIAL, AD MEN: Please read ad under Help Wanted—Display Advertising this issue with Box Number 1157, Editor & Publisher.

PRESSROOM

APPRENTICE OR JOURNEYMAN wanted for Goss Community press, darkroom, backshop in small offset daily. \$4 to \$6 per hour, depending on experience. Write Lew Williams, Daily News, Box 79, Ketchikan, Alaska 99901.

PRODUCTION

PHOTON REPAIRMAN-OPERATOR. Must also have paste-up experience. Enjoy the advantages of Northwest Montana. Contact The Daily Inter Lake, Box 8, Kalispell, Montana 59901.

PRODUCTION MANAGER. Growing group photo offset weekly newspapers in South Orange County—good salary and fringe benefits. Send resume to G. Takacs, P.O. Box 2114, Mission Viejo, Calif. 92675.

GOSS URBANITE HEAD OR ASSISTANT Pressman for suburban Denver group plant. Minimum 2 years experience: 4 day 40 hour week. Three days to enjoy mountains. Call collect (303) 892-5551 Ex 60.

PRODUCTION MANAGEMENT ENGINEER

Job involves operational and project type assignments in all phases of our production department, reporting to our Production Manager. Job is available due to promotion.

Requires a thorough knowledge of newspaper production processes and methods. Prefer college graduate and experience in new cold type processes. Should have 3-6 years experience and be capable of assuming greater responsibilities. Good written and verbal communications skills important, as well as ability to develop good working relationships with all departments.

Please send complete resume with salary requirements in complete confidence to:

R. A. Hallay
Manager, Employment Services
CHICAGO TRIBUNE/CHICAGO TODAY
435 N. Michigan Avenue
Chicago, Ill. 60611

HELP WANTED

PRODUCTION

GENERAL COMPOSING ROOM FOREMAN—Two shift operation averaging 200 pages per week. Eastern Pennsylvania daily now going cold type. Opportunity to become Production Manager. Salary mid-teens, top benefits. Box 1135, Editor & Publisher.

DAILY GOING SUNDAY in September. Now taking applications for makeup men, operators, ad compositors, TTS monitors. Letterpress. 40 hour week, liberal fringe benefits, top hourly wages. 2 weeks vacation, 1 year; 3 week vacation 10 years; 4 weeks vacation 20 years. Good retirement plan, sick leave, hospitalization. Holidays (5). South Georgia. Write Box 1149, Editor & Publisher.

STAFF PRODUCTION ASSISTANT

Lindsay-Schaub Newspapers is adding an assistant to the staff of the Director of Production. Position would entail performing a variety of assignments, on-going and special, for the newspapers within the group. This position has previously been a springboard to production management. Some newspaper production experience required. A college degree and experience in new production processes preferred. Excellent starting salary with good advancement opportunities. Send resume listing salary requirements to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

NOTICE

Due to the price freeze, the rate increase scheduled to go into effect July 1, 1973 has been postponed for 60 days, or until permitted by government regulation.

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ACADEMIC

INSTRUCTOR-ADVISER — B.S. in Journalism and experience in all phases of newsroom operations qualify professional for switch to classroom. Prefer community college level, mid-Atlantic Coast. Box 1174, Editor & Publisher.

ADMINISTRATIVE

GENERAL MANAGER/AD DIRECTOR. At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and sales. Box 916, Editor & Publisher.

PUBLISHER

Who says a newspaper can't be profitable and still offer readers outstanding editorial content? Not this profit-oriented news executive, 39, with knowledge of business side. Desire to lead small daily or suburban weekly group operation. Box 1112, Editor & Publisher.

PUBLISHER-GENERAL MANAGER. Can build, merge, start, close your weekly or small daily properties. Area 9, temporary or permanent, available August 1, your confidence respected. Box 1126, Editor & Publisher.

PUBLISHER-MANAGER of weekly group, bi- or tri-weekly, or small daily. Now VP for development of weekly chain and president of subsidiary. Award winner in news and ads. Industrial engineering degree. Have run everything from 4-paper to 400-man production shop. Will consider investment or purchase from someone ready to retire. Salary \$15,000 plus bonus or incentive plan. Box 1131, Editor & Publisher.

EXPERIENCED NEWSPAPER PUBLISHER, strong advertising background wishes to join staff, in management position, large weekly or small daily. Consider areas 1, 2, 5, Box 1156, Editor & Publisher.

ADVERTISING DIRECTOR: Mature, all round professional seeks opportunity with metro daily or weekly group. Heavy in sales; administration, promotion, sales programming and projection, cost oriented, motivator. Seasoned in chain, department store and key accounts. Experience accumulated one paper (combination) metro market. Up weekly competitive metro market. Up from staff man. Positive attitude, aggressive, enthusiastic, self-starter, personable. Top references. Zone 3 or 4 preferred. Box 1173, Editor & Publisher.

CLASSIFIED ADVERTISING

PHONE SUPERVISOR of large daily and Sunday experienced in phone sales and training, wants to advance with aggressive, forward thinking newspaper. Willing to relocate. Box 1140, Editor & Publisher.

CIRCULATION

PROFESSIONAL CIRCULATOR, 25 years experience. All phases. Competitive. Top record. Minimum 25M. You'll get what you pay for. Exchange references if you can afford me. Box 1068, Editor & Publisher.

CIRCULATION MAN AVAILABLE—Experienced in large daily and weeklies with free, paid and voluntary paid systems. Prefer Areas 8 and 9. Box 1124, Editor & Publisher.

DISTRICT MANAGER with 10 years circulation experience seeking position as either Circulation or Assistant Manager. 75 mile radius NYC. Box 1153, Editor & Publisher.

DISPLAY ADVERTISING

AD DIRECTOR, small daily, 60, BJ Missouri, \$250, Area 3, 4, 6. Box 1031, Editor & Publisher.

ADVERTISING DIRECTOR

NATIONAL or RETAIL MANAGER Solid, competitive, 20 year, all around sales experience. Self starter, organizer, promoter, manager. Zone 3 or 4. Box 1069, Editor & Publisher.

AA-1 ADMAN, 30 YEARS PROFESSIONAL EXPERIENCE, BOX 1085, EDITOR & PUBLISHER.

EDITORIAL

WHEN THE INTERNS GO, it's time to hire a pro (General Assignment Reporter). More than 6 years experience in most fields of coverage. Box 1137, Editor & Publisher.

SPORTS EDITOR-WRITER, 12 years experience. Desire Zones 3, 4, 6, 8, 9. Pro, college (Big 10), heavy on local high school coverage. Good with camera, darkroom, all sports. Hot metal or offset. Box 1053, Editor & Publisher.

EUROPEAN WRITING POSITION wanted. 24, BS Journalism, 2 years experience on major metro daily and past PR work. Box 1106, Editor & Publisher.

BLACK MAN, 23, single, MA Journalism, BA English, 2 years PR experience. Seeks general assignment and/or feature writing spot. Prefer Zone 9. Consider others. Enthusiastic, eager to learn. Box 1059, Editor & Publisher.

AWARD WINNING REPORTER, 5 years experience, wants challenge. Top national references, solid clips, major fellowship winner. Prefer large metro, but will respond to all replies. Box 938, Editor & Publisher.

COLUMBIA COLLEGE June grad desires challenging work in journalism. Experience and drive. Box 1096, Editor & Publisher.

ASSOCIATE AVAILABLE for special interest publication. Box 1167, Editor & Publisher.

REPORTER with experience on 26,000 daily desires more challenging position on larger metro staff. Politics, city hall, legislature, the courts main forte. Dependable pro—5 years experience, college graduate. Box 972, Editor & Publisher.

HARDWORKING June BA grad seeks first newspaper job. Strong academic record; editor of college weekly. Money, location no object. Willing to learn, learn and learn some more. Box 1047, Editor & Publisher.

10 YEARS OWNING publishing and editing 10,000+ weeklies and slick news magazine. Seek growing hungry Canadian paper who needs Jack of all, master of many, 35, reliable. Box 1118, Editor & Publisher.

CREATIVE '73 Marquette University Journalism grad desires public relations or general reporting work in Chicago western suburb. Available mid-September. Resume and samples provided upon request. Box 1129, Editor & Publisher.

JAPANESE seeks full-time correspondent or stringer position to report in Japan for overseas news media. Box 1113, Editor & Publisher.

TOP DRAWER Religion Editor, formerly AP Vatican correspondent, MS Columbia, for paper welcoming both depth and breadth. Box 1154, Editor & Publisher.

REPORTING OR NEWS EXECUTIVE job on aggressive daily, small or metro, sought by family man, 36, with 9 years on general assignment, politics and city hall beats for 56M and 220M dailies. Box 1062, Editor & Publisher.

EDITORIAL

AUTO RACING SPECIALIST, award winning photo-journalist, working knowledge of all forms of motorsports. Prefer daily in Florida or California. Contact R. F. Schenck, (201) 774-1472 after 6 PM EDT.

FILM CRITIC position sought by English MA, Journalism BA with 3 years reporting experience, over 170 reviews published. Can also review books, plays, TV, rock. Box 1127, Editor & Publisher.

ACCURATE, INDUSTRIOUS reporter ready to move up from small daily. Experienced general assignment—social issues, police, local government, business. Depth reporting. Formerly with wire service. Female, Mid-20's, excellent references. Box 1125, Editor & Publisher.

NEWS EXECUTIVE: Currently with large daily. 25 years experience from reporter to editor. Last 12 years directed staff of 100 reporters and editors; decisive, honest, direct with organizational and executive ability and experience. Nationally known and respected. Needs new challenge. Salary high but negotiable. Box 1121, Editor & Publisher.

PRODIGAL SON WANTS TO RETURN to newspaper writing after two years absence, 3 1/2 years daily PM experience. Tops in investigative reporting, humor and wit. Zone 2. Box 1144, Editor & Publisher.

COPY EDITOR for major metro daily seeks position as entertainment editor. 7 years experience. Male, 31, single, willing to relocate. Box 1145, Editor & Publisher.

WHAT?!? HE HASN'T WRITTEN A NEWS STORY IN 7 YEARS?!? True, but anxious to get back in fold. Leaving New York City, will relocate in Zones 2, 3, 1 on small or medium daily or magazine. Hours, salary open. No Sports. Male, 31, single. Photo, clippings upon request. Availability: September/October. Box 1147, Editor & Publisher.

NEWSMAN, 40, with over 15 years reporting experience on metro dailies, seeks position on smaller town daily or weekly. Top references from former editors who say he did outstanding job. Looking for position perhaps as reporter but which does or eventually will include responsibilities in editor's area as well as other phases of newspapering. Would like to be involved in total operation, that is. Enthusiastic, imaginative, hard worker. Will relocate wherever opportunity is. Box 1165, Editor & Publisher.

EDITORIAL

YOUNG REPORTER for motorcycle magazine seeks general assignment spot on daily or weekly. Experience in freelance, PR and photography. BA in Political Science-Communications with college journalism experience. Zones 1, 2, 5, 7 and 9. Clips and references available. Box 1148, Editor & Publisher.

REPORTER, 10 years experience, all beats. Will consider offer from any newspaper. Contact 1223 W. Latham Ave., Hemet, Calif. 92343.

NEED A YOUNG creative pro, with 3 years solid news credentials to groom for your next Managing Editor? Check my resume. Box 1152, Editor & Publisher.

WHO SAYS JOURNALISM graduates aren't creative? Try me, you won't be sorry. I do news, features and sports. Call (618) 549-2353.

AWARD WINNING COLLEGIATE WRITER graduated Magna Cum Laude looking for Zone 5 job. Two years experience layout and writing sports, news, edits and column. Randy Schau, 415 Pierce, Kalamazoo, Mich.

PUBLISHERS: If you are looking for a responsible professional to take charge of your editorial operation, consider my 20 years of experience, record, and top references. No. 1 job only, metro daily. Prefer Southeastern Zone 2. Box 1175 Editor & Publisher.

HIGHLY EXPERIENCED CREATIVE British journalist (newspapers and TV, U.S. and Europe) seeks new challenge. Currently \$35,000 editorial executive. Age 34. Box 1172 Editor & Publisher.

J-GRAD, 27, seeks reporting spot, any heat or zone, Michigan State, high honors. Box 1170, Editor & Publisher.

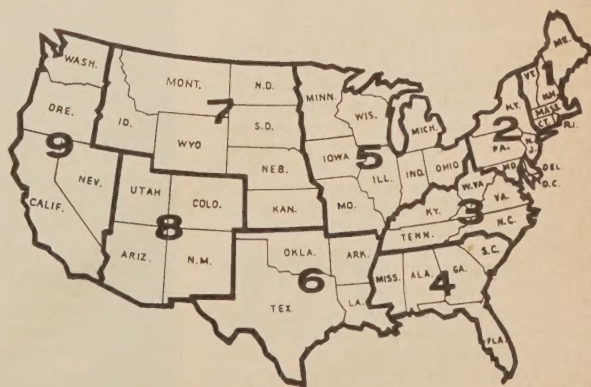
PRODUCTION

GOING INTO COLD TYPE? Computerized? Don't know how? Want the best? Contact me. I have 19 years experience and know all phases of typesetting. Willing to invest or what have you. Confidential. Prefer Midwest or West location. Box 1054, Editor & Publisher.

COMPOSING ROOM FOREMAN or Assistant Foreman job sought. Good references, 4 years experience. Please give details. Know some camera. Box 1161, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

That classified ad decision

The impact of the U.S. Supreme Court 5-to-4 decision which upheld the constitutionality of the Pittsburgh, Pa., ordinance barring newspapers from segregating help-wanted advertising under "male" and "female" headings is being felt in newspaper offices across the country.

Newspapers in states that do not have city or state ordinances similar to Pittsburgh's are under no obligation to revise their practices but it is a sure thing that the decision will provide impetus for more legislation of this type.

The dissenters in the Supreme Court decision concluded that a dangerous precedent has been set which may have an effect on what newspapers can or cannot print far beyond the limits of the classified department.

The warning is clear.

Chief Justice Burger stated that the "holding represents, for me, a disturbing enlargement of the 'commercial speech' doctrine . . . and a serious encroachment on the freedom of press guaranteed by the First Amendment. It also launches the Courts on what I perceive to be a treacherous path of defining what layout and organization decisions of newspapers are 'sufficiently associated' with the 'commercial' parts of the papers as to be constitutionally unprotected and therefore subject to government regulation."

Justice Stewart stated that "under the First and Fourteenth Amendments, I think no government agency in this nation has any such power" to tell a newspaper in advance what it can print and what it cannot.

"So far as I know this is the first case in this or any other American court that permits a government agency to enter a composing room of a newspaper and dictate to the publisher the layout and makeup of the newspaper's pages. This is the first such case, but I fear it may not be the last . . .

"So long as members of this Court view the First Amendment as no more than a set of 'values' to be balanced against 'other values,' that Amendment will remain in grave jeopardy."

In conclusion Justice Stewart said:

"The Court today holds that a government agency can force a newspaper publisher to print his classified advertising pages in a certain way in order to carry out governmental policy. After this decision, I see no reason why government cannot force a newspaper to conform in the same way to achieve other goals thought socially desirable. And if government can dictate the layout of a newspaper's classified advertising pages today, what is there to prevent it from dictating the layout of the news pages tomorrow?"

"Those who think the First Amendment can and should be subordinated to other socially desirable interests will hail today's decision. But I find it frightening. For I believe the constitutional guaran-

tee of a free press is more than precatory. I believe it is a clear command that government must never be allowed to lay its heavy editorial hand on any newspaper in this country."

Justice Douglas joined in the Stewart dissent and added: "Where there is valid law, the government can enforce it. But there can be no valid law censoring the press or punishing it for publishing its views or the views of subscribers or customers who express their ideas in letters to the editor or in want ads or other commercial space. There comes a time, of course, when speech and action are so closely brigaded that they are really one . . . There are here, however, no such unusual circumstances."

Counsel of the American Newspaper Publishers Association reports there are at least 19 states with statutes similar in effect to the aiding and abetting provisions of the City of Pittsburgh Ordinance in the field of equal employment opportunity—Arizona, California, Connecticut, Hawaii, Iowa, Kansas, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, New Jersey, New Mexico, New York, Oregon, Pennsylvania, Rhode Island, Utah and Washington. There are probably many county and municipal ordinances with the same intent.

ANPA counsel recommends that where newspapers are subject to such statutes or ordinances:

1. They should instruct all ad takers not to take it upon themselves to determine under what sex column heading an ad should appear.

2. If an ad taker is in doubt or if an advertiser refuses to guide the ad taker as to his exempt status, the ad taker should place the ad under a neuter column heading.

3. For all ads requested to be placed under a sex-designated column heading, the ad taker must ask the advertiser whether the advertiser is exempt under the statute or local ordinance.

4. If the advertiser indicates that it is not exempt or does not know, the ad taker

must inform the advertiser that the ad cannot appear under a sex-designated column heading.

5. If the advertiser indicates that it is exempt under the statute or ordinances, the ad taker must make a brief notation that he was told the advertiser is exempt and the name of the person making the representation. This notation should be made on the form on which the ad is taken and should be preserved.

A footnote to the Supreme Court decision stated: "Nothing in the modified order or the opinions below prohibits the newspaper from relying in good faith on the representation of an advertiser that a particular job falls within an exception to the ordinance."

ANPA counsel advises: "Title VII of the Civil Rights Act of 1964 does not affect the operation of newspapers in respect to help-wanted classified advertising. Newspapers are, of course, covered employers under the federal act but their publishing function is not subject to regulation by the Equal Employment Opportunity Commission. This principle was last enunciated by the 9th Circuit Court of Appeals in the case of *Brush v. San Francisco Publishing Company*. The Supreme Court's decision in the *Pittsburgh Press* case does not alter the effect of the federal act."

Barry Scripps buys weekly in Florida

The *Okaloosa* (Fla.) *News-Journal*, a weekly, has been acquired by Barry H. Scripps of Redland, Calif., son of E. W. Scripps, president of the Scripps League Newspapers, Inc.

T. A. Leonard Jr., president of Leonard Publishing Co., announced the sale. Scripps said the paper will continue under its present local management and that no staff changes are contemplated at this time.

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*Profits make possible leisure time
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Profits allow business to accumulate surplus monies in good times so it can get through bad times, with a minimum of layoffs and other economy moves.

Profits let people start new businesses and, in the process, create new jobs.

*80 million Americans owe their in-
dependence to the profit system.*

Profits give working Americans more options to do something other

than work. If business couldn't earn profits, we'd all have to work much longer and harder just to meet the everyday demands of living.

Not to mention doing without those long weekends, sick leave and retirement benefits.

It's as simple as that.

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Winning awards for editorial excellence is one of the yardsticks for measuring a newspaper's effectiveness.

In the month of May alone, The Pittsburgh Press captured more than 20 awards in state and regional competitions, with two first prizes and one second place prize coming in the coveted Keystone Awards sponsored by the Pennsylvania Society of Newspaper Editors and Pennsylvania Newspaper Publishers Association.

In all, 17 Press staffers shared 23 separate honors on subjects that ranged from news feature writing to spot news pictures to business reporting.

In Pennsylvania, The Pittsburgh Press, an afternoon and Sunday Scripps-Howard newspaper, illuminates the state with its award-winning editorial excellence.

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